

# PRINTERS' INK

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## Why Belding Bros. & Co. Do Not "Force" Their Salesmen

By M. M. Belding, Jr.

President, Belding Bros. & Co. (Silks), New York

IF one may judge from some of the literature which is sent to salesmen, a good many people seem to regard a sales force as merely a machine for grinding out orders. A certain quantity of boost-bulletins and "ginger-up" letters are poured into the hopper, and a certain amount of increased business rolls out of the spout. "Bully for you, boys!" says the sales bulletin for the 31st day of May. "You have broken all records for May business. You are a bunch of wonders." Next day there comes a red-hot epistle from the sales manager. "June is upon us," it reads, "with a challenge to every man in the organization to get up and hustle. Stop lying around and get busy. If you don't smash all June records, you are a bunch of loafers."

Such systems of handling salesmen undoubtedly produce results. Perhaps they are the very best methods for the concerns which make use of them. But we have never felt that our goods could be sold that way. The relationship between ourselves and our men on the one hand, and that between our salesmen and their customers on the other, pretty effectively prevent the application of "forcing methods."

In my article in *PRINTERS' INK* for June 26, I outlined the causes back of our campaign against weighted silks, and our adoption of a guarantee which should be attached to all garments lined with our goods, providing that if the lining did not give sat-

isfaction we would reline the garment without charge. If we are to make good on the guarantee, naturally we must make goods which *will* give satisfaction, and for quality goods one must receive a fair price. Linings which, to the inexperienced, will look and "feel" the same as ours can be sold at a considerably lower price, if the manufacturer is unscrupulous enough to load them with tin at 40 cents per pound in place of silk at four dollars. Hence it comes about that our sales force is selling a high-priced product, the superiority of which is not immediately evident.

Our sales policy starts with hiring the right men to represent us. Of course no hard and fast rules can be laid down, but we want only men who know silk or can be taught to know silk. By that I do not mean merely men who can learn to spout a lot of technical terms about the goods, and who can familiarize themselves with all the talking points for Belding's Silks. I mean men who can be brought to realize the real, vital difference between our goods and other goods, and who realize it so strongly that they can convince a buyer that the difference is real. Moreover, they have got to be big enough to grasp the merchandising advantages of handling a quality product, so that they can tell the buyer *why* it is to his advantage to handle our line rather than a line which sells cheaper and pays a larger profit. As anybody who has ever dealt with them

knows, piece-goods buyers are not particularly susceptible to platitudes, and if there is a weak place in a salesman's armor they are pretty likely to discover it. So we try to hire men who will become enthusiastic believers in the line.

#### CHIEF DUTY OF SALESMEN

Of course the biggest part of a Belding salesman's duty is to show the merchant that he can sell more Belding goods at a better profit than is the case with other goods. We co-operate with our salesmen, and with their customers, in the time-honored ways, by furnishing electros, window displays and counter exhibits, by sending letters direct to the merchant's customers, etc. But we do not handle these helps in exactly the time-honored way, for the salesman is authorized to use any or all of them at his discretion. He is studying the individual merchant's problem at first hand, and it is his duty as well as his privilege to develop his co-operation with that merchant as seems best to him. The salesman knows that if he needs half a dozen extra electros from the home office for a certain customer he can have them, and he also knows that the home office isn't going to be preaching electros direct to the customer, urging him to use them before he is ready.

In other words, the system is flexible. A grist of "dealer helps" is not going out all the time to the entire list, and a salesman has a chance to feel that he has the situation in his territory in his own hands. Our dealer helps are very widely used, but they are used as the man on the ground thinks best; not in accordance with a cast-iron schedule laid out at the home office.

This plan gives the salesman a good deal closer relationship with the merchant than he otherwise could have. The salesman's co-operation is a definite, tangible, concrete thing which the merchant is going to deprive himself of, if he switches to some other line. We are constantly up against competition which offers similar-ap-

pearing goods at five cents less per yard, which can be sold at the same retail price. Of course the similarity ends with the appearance, but the extra five cents per yard looks very good indeed to many a merchant. If our dealer helps were coming to the dealer in an impersonal way, accompanied by a mimeographed letter signed with a rubber stamp, the five cents a yard would be more apt to outweigh them. Still more important would it seem if our salesmen were trained as altogether too many manufacturers' salesmen are; to get orders for goods, first, last and all the time. Such men know little or nothing about the dealer's selling problems, and they know even less about the use of the helps sent out by their own concerns to their own customers.

#### SALESMEN ACT AS SERVICE AGENT

Our salesmen, however, are enabled to work actively in conjunction with the dealer to increase his sales. It is the common thing for our men to pick out the assortment of stock for buyers, and a good salesman keeps his buyers grateful to him for preventing them from overstocking. There is a great variety of colors in our goods, and if a certain color goes out of style the goods may remain on a dealer's shelves for two or three years before he can sell them. Thus the silk salesman becomes an adviser to the merchant from the start, and it is only natural to carry the office into the field of selling helps.

So when a merchant is flirting with the lower price proposition, our salesman can talk straight from the shoulder if necessary. *He personally* has had a big share in building up the merchant's business in that department, and the merchant knows it. The salesman can say: "Mr. Dealer, I have worked mighty hard to build up the silk business in this town for you. We have got the best trade in town, at a good profit, and you have fairly earned the confidence of the people. Now you are proposing to abuse that confidence with goods which you know are inferior. It is not fair to the pub-



## This Woman

buys all the supplies for her home. She is always anxious to know of any product that will add to the welfare, comfort or appearance of herself, her family and her home.

She (and hundreds of thousands like her) reads *The Delineator*, *The Designer* or *The Woman's Magazine* every month to learn the latest authentic information on *all* matters of interest to women, including social activities, home-furnishings, the correct accessories and the newest, smart styles in dress.

If your product has merit *this* is the field in which to tell all you can about it. Advertise in

## The Butterick Trio

**1,400,000 Guaranteed Average  
Monthly Net Circulation**

James A. Townsend  
Western Adv. Mgr.,  
1st National Bank Building,  
Chicago, Ill.

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Building,  
New York.

lic, it is not fair to yourself, nor to me. I have spent a lot of my concern's money building up the business, so it is not fair to it. We all have a stake here; your customers, yourself and us. You will swindle your customers because you will give them less than you have led them to expect for their money; you will swindle yourself because you will make less profit in the end; and you will swindle us because you will deprive us of the business we have helped build up through your store."

That line of talk would get the majority of salesmen kicked out, but in our case it happens to be the exact truth in the majority of cases.

#### THE BELDING "MEN FIRST" POLICY

Perhaps some sales managers will think that this system leaves room for a great deal of inefficiency, and that we do not get the most out of our men because we do not insist upon more uniformity of action. I can well imagine an "efficiency expert" coming down here and establishing a sales quota, and by means of constant effort boosting the distribution of window-display material 'way up. I imagine that he could get lists of ledger accounts from the great majority of our customers, whether the salesmen approved it or not, and could send them bushels of letters urging them to buy Belding's Silks. And the results —? Well, the first result would be the loss of the best men on our sales force, and since we must have *men* first of all, it wouldn't pay.

As far as loss of efficiency is concerned we do not think it is serious. In each of our nine branches we have records of all customers and possible customers in the territory. We receive daily reports from salesmen, supplemented by a complete report on a town as soon as the salesman leaves it. It is a very simple matter to compare the salesmen's reports with our records, and if we find that any towns or any individual buyers are being neglected we call for special reports.

With our particular proposition we can accomplish more with a salesman in a fifteen-minute interview than with fifty letters. We believe most thoroughly in furnishing the salesmen with all the information we can lay our hands on, and they are never out of touch with the home office. But the conventional "ginger-up" literature is conspicuous by its absence, and the salesman's individual judgment as to the needs of his customer takes precedence over what somebody at the home office may happen to think about it. We know that our method has enabled a great many dealers to sell more silks and better silks than they ever did before.

#### New Club at Fort Atkinson

An advertisers' club was organized at Fort Atkinson, Wis., October 23, after Chas. L. Benjamin, Raymond T. Carver and R. W. Evans, of the Advertisers' Club of Milwaukee, had addressed a meeting of business men on the benefits to be derived from an advertising club. E. W. Simons, advertising manager of the James Mfg. Company, was elected president of the new club; Christ Hanson, department store, vice-president, and C. E. Masters, jeweler, secretary and treasurer. The new club will apply for membership in the national association. Fort Atkinson is the home of one nationally advertised product, Jones Dairy Farm Sausage, and of a number of companies that advertise in farm papers, including the Jones Mfg. Company, sanitary barn equipment; Creamery Package Company, dairy and ice cream machinery; Northwestern Mfg. Company, buggies, wagons and furniture; Pounders Harrow Factory; Coe, Converse & Edwards, nurseries, etc. *Hoard's Dairyman*, which is published at Fort Atkinson, has placed a large room in its office building at the disposal of the new club.

#### Is This the Record for Advertising Speed?

A fire destroyed the Newcomb Bros. Wall Paper Company's large store in the St. Louis retail district, about noon October 21. G. M. Burbach, advertising manager of the *Post Dispatch*, had just 32 minutes until "go-to-press" time. He and his solicitors landed, wrote and had in the home edition, within twenty-seven minutes, three timely announcements from stores surrounding the fire, before the fire was out, stating that they were ready for business as usual. One contract was signed on a smoking roof.



# Issues of Special Interest to Advertisers

Annual Christmas Number.....	December 6, 1913.
Farm Power Number.....	January 3, 1914.
Woman's Number.....	January 17, 1914.
Poultry Number.....	February 7, 1914.
Seed Number.....	February 14, 1914.
Dairy & Barn Number.....	March 14, 1914.
Farm Comfort & Convenience Number (Devoted especially to the luxuries that have come with the new agriculture,—automobiles, etc.).....	March 28, 1914.
Farm Building Number.....	April 11, 1914.

Each of these numbers, contrary to the usual custom, will carry all the regular features of **THE FARMER** with added special treatment of the topics under consideration. Each of them offers advertisers of lines closely related to the subject matter a greatly increased prestige and also longer life for their advertisement.

Final forms for each of these issues will close one week in advance. The choicest pages will close at least ten days in advance.



ST. PAUL, MINN.

**WEBB PUBLISHING COMPANY, Publishers**

Western Representatives,  
George W. Herbert, Inc.  
600 Advertising Bldg.,  
Chicago, Ill.



Eastern Representatives,  
Wallace C. Richardson, Inc.  
41 Park Row,  
New York City.

## Special Announcement for Spring of 1914

The following issues of **THE FARMER'S WIFE** will each deal with subjects which are of vital interest to subscribers at the time the issues appear:

February issue.....	Poultry and Seeds
March issue.....	Farm Dairying
April issue.....	Farm Home Improvements
May issue.....	Baby Number

All copies will be mailed by the 1st of the month of issue.

These copies afford the psychological moment for the advertiser whose product coincides with the special nature of the number. They also have great value for the general advertiser because of their strong appeal to readers. Forms will close from the 12th to the 18th of the month preceding date of issue.

Guaranteed minimum circulation, 750,000.

## THE FARMER'S WIFE

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New York City.

# My Reminiscences of Work in the Agency Field

By Frank J. G. Hamlin

**WANTED**—Young man as assistant advertising writer. Experience not necessary, but must have brains and initiative. Give full particulars of past employment, if any, and education. B 246, Sunday Times.

**T**HIS advertisement, appearing in the classified section of a large Sunday paper in a Middle-Western city, was the means of spoiling a good doctor and making a poor advertising man. Five minutes after I read it I was in the office of Tom Tyler, the printer who handled our college daily.

"Here's a letterhead, Tommy, I want you to set up and run right away this afternoon," I said.

"How many copies?" asked Tommy, getting ready, with the usual printer's pessimism, to tell me it couldn't possibly be done.

"One copy, but I don't want any stone proof. Let me O-K it first and then give me the best press proof you can make."

And the very next morning Harry Lynch, head of the copy staff of the city's liveliest newspaper, had an application from me in Box B 245, that was printed on my own letterhead, as "Advertising and Sales Counsel."

A few days later I was seated opposite Lynch at lunch in a first-class café. We had taken a liking to each other personally at the first interview, and to-day he had invited me out to settle the matter of my employment. All along it had seemed settled that he wanted me—the question was whether the opportunity was a good one for me to embrace.

"Candidly, Mr. Hamlin, I doubt if we can possibly pay a salary that would interest you, and I certainly would hesitate to advise your leaving an established business. I have never had an assistant in this department before, and it was with a lot of difficulty, I can tell you, that I persuaded Mr. Tomlinson (the owner of the

paper) to allow me fifteen dollars a week for the extra expense. Then I told him about you, and asked him for twenty-five, but the very best he will do is eighteen—I suppose it's out of the question for you to take it, but it is a wonderful opportunity, and I can promise you absolutely that if at the end of three months you are good enough to keep at all you will be raised to twenty-five."

I accepted the position—with becoming reluctance, of course—but I accepted it. This was the only time, so far as I can remember, that I was ever offered more than, or even as much, as I expected. I'd have been glad to start at ten a week, but after supplying myself with an imaginary clientele of local merchants in the university neighborhood, it really wouldn't have seemed dignified to desert them for less than eighteen. Even then I made it clear I was doing it only for the sake of the wider experience.

## MY FIRST ASSIGNMENT

On the first of the next month I started my duties, and it was with fear and trembling that I received my first assignment, a two-inch, double-column ad for a little office supply manufacturer. To save my neck I simply couldn't think of anything original and startling to do in that space on that subject—so I saved my neck by not doing it. I just told as simply and in as few words as possible what the little index was, how it worked, and who needed it. Then I had the artist sketch a new drawing and turned the job in to Lynch.

To my great surprise he took it—it appeared in the paper two days later—and from that time on I never had stage fright when confronted with the necessity of writing an advertisement.

Thus easily was I initiated into

# "Double-concentrate" Your Advertising!

Concentrate it *first* on the field of least resistance and *second* upon the greatest purchasing factors in that field.

All over the country the cry is for "efficiency." Advertisers and agencies who desire greater advertising efficiency in the exploitation, sale and popularizing of merchandise of every kind should use "Needlecraft"—**BECAUSE—**

**Concentrate On  
The Most Promising  
Territory—**

"Needlecraft" goes exclusively to the small towns and country districts where competition is not so sharp as in the larger cities, and where people are not indifferent to advertising through seeing it in every shape and form at every turn.

**Then Concentrate  
On The "Buying  
Heads" In It.**

The readers of "Needlecraft" are exclusively women—the acknowledged purchasing agents for the entire family. There is almost no limit to the articles—wearing apparel, house furnishings and food products which they have to buy continuously and repeatedly for their sturdy growing families.

*What is more concentrated than advertising that reaches the housewives in such an ideal selling field?*

When you consider that your advertising in "Needlecraft" is placed in more than 750,000 of these homes for only \$3.00 per agate line, can you in justice to your business remain out of this most potent sales medium?

## The Vickery & Hill Publishing Company

30 N. Dearborn St., Chicago

Flatiron Building, New York

the mysteries of the business. Since that day I have worked for twelve different firms, in several different capacities, but all connected with advertising in one way or another. My salary has increased gradually but steadily—and the amount of work I do has decreased in just about the same ratio. That seems to be one of the fundamental conditions of the business.

After I had worked for the *Times* eighteen months, one of our "high-salaried" men left us to take charge of the copy staff of a big advertising agency. I hardly thought that Mr. Wills was aware of my existence, but a few weeks later he sent for me and offered me a position at thirty-five a week. I took it.

Lynch and Loring and I had a farewell dinner at the Hotel Bruxton. Loring was the man who handled the paper's own publicity—Lynch and I took care of the "copy" of the paper's advertisers. During my year and a half there we had become fast friends—though, of course, as a mere beginner I had to "sing small" when the conversation turned on business.

This farewell dinner at the Bruxton has stuck in my mind, because this was the time we all agreed that the one best thing in the advertising business was to become advertising manager of a good big firm.

Two years later Lynch was advertising manager of one of the largest mail-order houses in the world, Loring was advertising manager of a big clothing firm, and I was advertising manager for a big corporation on the "trust" style, doing a business of eleven million a year on an article of household use. Lynch and Loring still have their positions, and under their right names are quite well known.

#### I MAKE MY START WITH THE AGENCY

Certainly no man ever started in the agency business under any more favorable conditions than I with Tomes & Benson. The firm, already one of the biggest

in the country, was making preparations to open up another large office in a big and growing manufacturing center. Mr. Wills was to be chief of copy staff in the new office—and every one of the twelve or fifteen copy men wanted to be sent down with him—but I knew in advance I was slated for the place. It was two months, however, before we were sent off, and in the meantime I had to do my best in the home office to show what stuff I was made of, and thus prove that Mr. Wills had made no mistake in picking me.

I met with one marked success right away. Mr. Wills was a sort of "plan man"—not a mere copywriter—and he often closed accounts for the firm by selling his own campaigns; a form of work I have since learned to follow myself.

Just before I began with Tomes & Benson he had closed a contract with a large book manufacturing concern. The time was about right now for it to start advertising, and not a thing had been done on the copy. There were two books to write—one of about thirty-two pages, describing the various "standard sets," and another offering stock for sale. Mr. Wills had worked out the plan—but it had gotten no further than his own head. I was given the assignment Friday noon, and told it ought to be finished right away, so I sat up nights and wrote those books. They went through almost without correction (Wills had the true genius's hesitation about mutilating another man's copy) and scarcely two weeks later they were in print.

#### THE FIRM ARRANGES A MODEST PROFIT

The firm charged the advertiser three hundred and fifty dollars for these books, that is, just for the writing of the copy. It cost them about twelve dollars and a half's worth of my time, but Tomes & Benson didn't care much for "service fee" work, so they charged all the traffic would bear. The real profit for an agency, I heard Trinker, general manager



# John O Powers Company

Advertising Agents

Moved to  
11 West 25th Street  
New York

Same Street

Twenty-fifth Street

Same Telephone

Madison Square 4120

Same Kind of Service

of the agency, say to Wills in connection with this very job, is not in writing books, et cetera, but in getting commissions on big newspaper and magazine runs. This particular account ran quite heavily in the periodicals. Six months later the firm went into bankruptcy.

Later, in the new office, they sold another book for three hundred and fifty dollars that cost about twenty dollars' worth of my time, and the very next week I produced another and larger book for which the advertiser was not charged at all. The answer to this was that the first advertiser was going to run only a small campaign—the second was going into about fifty thousand dollars' worth of magazine space.

Tomes & Benson were one of those agencies that began, in the closing years of the last century, to lay a great deal of emphasis on so-called "consultation bureaus" and "advisory committees." During the two months before I left to take up my duties in the new office, I turned out four reports, averaging ten long pages each of typewritten matter, and called "Report of the Advisory Committee on such and such a matter," by Frank J. G. Hamlin, secretary. As a matter of fact, there never was a committee meeting on any of these matters. The solicitor who landed the account just backed me up into a corner and told me in general words what he wanted the committee to say—then I did the work.

To the best of my belief there never was a regular meeting of a consultation bureau in the offices of Tomes & Benson, except for the purpose of impressing a client, or a prospective client. Once let Trinker get some unfortunate business man in that mahogany and Turkish-rug atmosphere, surrounded by fifteen or twenty copy men and solicitors—half of them in deadly earnest, the other half playing a part and knowing it—and the only earthly salvation for the victim would be in a bad report from the credit department.

It is true that we had a meeting of the entire copy staff in

a small consultation office each morning at eight-thirty, but the merest tyro knew that the only purpose of this was to get the copy men down on time. Those who were late paid a voluntary quarter into a "kitty" that was later used for a luncheon—at least it was said to be voluntary, though I never discovered a copy man who wasn't ready to swear that the idea had been put through in his absence.

#### THE MEN ARE DINED AND ENLIGHTENED

The last week before the opening of the new office was given over to a series of meetings, including a big dinner at the best hotel in town. The principal object of these meetings was to impress the new men with the fact that Tomes & Benson was a *service* agency. Their standards of service had always been high, but now they were going to be even as some Himalayan peak—cold, white, and pure in the cerulean sky of altruistic endeavor. As near as I could make out, the firm was so imbued with the spirit of service to American business that the only reason a remuneration would be received would be because it would smack of rate-cutting not to receive it. On the same principle we would always charge a full fifteen per cent instead of ten—and all the extras that the traffic would bear. Only a second-grade rate-cutting agency would do extras without extra charge—Tomes & Benson would not do this class of business—not unless we had to anyway.

If there seems to be a slight tone of sarcasm in these memoirs, it is based on discoveries of later date. At that time I was as green as the freshman who doesn't know the difference between a "condition" and a "flunk," and I swallowed everything that Trinker hung on the line and dangled in front of me. Wiser men than I have made that same mistake, however. I for my part, have always been inclined to the belief that no one else is any more deceived by Trinker's con than Trinker himself.



For con it certainly is—and it is known to be such by nine-tenths of the advertising profession, and at least a number of advertisers, including ninety per cent of those that have been on the books of the firm. If Tomes and Benson charge fifteen per cent instead of ten it is because fifteen per cent is five per cent more than ten, and because the advertiser can be conned into thinking that Tomes & Benson service is really worth the difference. If Tomes & Benson charge ten per cent instead of cutting rates, it is for the same reason. And that they do frequently cut rates, in spite of all their assurances to the contrary, I have every reason to know, having since solicited the business of one of their largest clients, for whom they place at least three hundred thousand dollars' worth of advertising a year, but for whom they supply no service beyond placing and billing.

#### FIFTEEN PER CENT THE MINIMUM

Moreover, a confidential employee in the rate department, who later became my roommate when we all went over to the new office, told me he knew positively that they had at least a dozen accounts, and big ones, on the cut-rate basis—but that they "were not going to take any more." I do not believe they are "taking any more"—there isn't enough in it at less than fifteen per cent.

One hundred per cent is none too much if you can get it—at least this must be the theory on which Trinker was operating when he advanced money to publishers during a panic year and took their notes for double the amount of the loan, payable in space. This tale I have, too, from the employee mentioned above—perhaps it isn't true; perhaps Trinker never did anything of this kind, but if so, then I, for one, am convinced it was because he never had the opportunity.

He was certainly not one for letting opportunity knock unheeded. His rather the part not to wait for opportunity's knock, but to go forth himself and knock

opportunity—knock it in the head and drag it into the shop—crippled for the future mayhap, but good at least for one or two seasons' commissions.

A big music store threatened to sever its connection with Tomes & Benson. Advisory boards and consultation counsels were called on in vain; even Phillips, the star copy man and member of the firm, was unable to hold the business on a basis of service. So Trinker stepped in to hold it, anyhow, on what basis he might. The matter was adjusted thus: Tomes & Benson purchased from the music store one hundred Victor Victrolas at two hundred dollars each, the full cash price. This was really out of proportion to the size of the music store's account, but wait!

#### THE PUBLISHERS ARE REMEMBERED

Shortly thereafter one hundred newspaper publishers, scattered over the country, became the unwilling owners each of a brand new Victor Victrola—and with the Victor Victrola went a slice of the half-million-dollar "Consolidated" appropriation—a slice of Tomes & Benson's choicest pie, with which their palates had heretofore been unacquainted. Nothing unfair about this, except perhaps to "Consolidated"; and the firm was so close to this account it could take the risk.

Of a part with such methods was the publication by Tomes & Benson of a monthly house-organ called *Publicity*—richly supported in its parasitical existence by contributions in the form of "advertising" from newspapers, magazines and "special representatives." In the paroxysm of virtue that seized the whole agency during the few months prior to opening the new office, Trinker earnestly declared that the publication would be discontinued, admitting himself that it put the firm under the suspicion of favoring the mediums that contributed to its running expenses. Of course Tomes & Benson were far above letting such a consideration influence them—but not above  
(Continued on page 17)

Too many advertisers question the value of publicity because they gorge the few with their story, and starve the majority. In a recent canvass of certain representative towns and cities we found the "reading habit" to be not universally developed except in the case of the daily and Sunday newspapers.

Where magazines were read at all, we found that from five to ten entered a single home, and discovered the average number to be five.

In none of these towns did we find the "*total family*" circulation of magazines, to be equally as great as the combined circulation of the Sunday Magazines, served to the readers in these cities thru their favorite Sunday newspaper.

Circulation is and always has been construed to be the basis of advertising value. If then, the experts are correct, those publications enjoying the greatest total circulation with ideal concentration, should be the most economical way in which to reach the public through advertising.

The American Sunday Monthly Magazine distributes more than 2,100,000

copies, not all in its six centers of publication, but in the main in cities of 25,000 and up.

Combined with a very few other leaders, it will give the national advertiser, ideally concentrated circulation, so necessary in these days of strenuous competition.

It will not only develop for him the cities of New York, Boston, Chicago, Los Angeles, San Francisco and Atlanta, but will prove its great efficiency in developing the other 220 leading cities and towns in the United States.

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Why, in New York City, out of a total of \$644,683,450 spent for food stuffs are only \$5,000,000 spent for cereals?

You manufacturers of cereals should appreciate the possibilities of the New York field for development through the transmission of your message to the several hundred thousand readers of the American Sunday (Monthly) Magazine in this field.

### **American Sunday (Monthly) Magazine**

W. H. Johnson, Advertising Manager

220 Fifth Avenue  
New York City

908 Hearst Building  
Chicago, Ill.

## Christmas and St. Nicholas

Christmas and Children and St. Nicholas have gone hand in hand through 40 years. There are many advertisers using space in the forthcoming "Christmas Stocking Number" who haven't forgotten those wonderful mornings when they scrambled joyously out of bed to peek thru the curtains to see what their old friend, Saint Nicholas, had left at the fireside—those heartfelt shouts—"Merry Xmas!" will never be forgotten, and these men who don't forget are showing a lot of the right spirit in their copy.

It strikes me that there are a few people who sell knives, watches, skates, magic lanterns, toys, candies, etc., etc., that should take advantage of this spirit of Xmas and advertise their products in the December issue of St. Nicholas.

Our young folks are all eyes and ears for an attractive message from some of you advertisers, and they want your "Christmas suggestions" just as much as the older folks want your help.

I understand that the edition for December will be 95,000 copies, so if you have some copy to send in—get it into our office by Nov. 3—otherwise we can't help you this month.

DON. M. PARKER  
Advertising Manager  
Union Square, New York

letting said mediums *think* that it would influence them.

#### THE BIG BOSS AND HIS HOUSE-ORGAN

Later, in the new branch, several of us copy men, gathered together in my office, heard Trinker, across the low partitions, telling someone on the 'phone that next month would see the last issue of *Publicity*, and as near as we could figure out, he was refusing an offer for its sale. "No," he said, in the firm, sad voice of a sinner repentant, and determined to make reparation, "no, sir, I will not sell it at any price. It ought never to have been started, and now I want it to *die*. The next issue will be the last."

That was five or six years ago. *Publicity* is still being issued today, and, so far as I know, has never missed an issue. Some of the fellows thought Trinker was talking just for the sake of conning us in the next room, but I believe he was in earnest, both in this and all his big "service" and "reform" ideas. He was ever the type of man who would give up the small, immediate profit for the future big one—only at the crucial moment he would try to retain them both—and often succeed, too. Such is his peculiar genius.

Phillips was the big copy man of the place, although he was not chief of the copy staff. In fact, he was not of the copy staff at all, but a separate luminary revolving in an orbit all his own. No really big account would be closed without his help. Prospective advertisers were made acquainted with his fame through the firm's own advertising; the solicitors talked of him as of the wizard of salesmanship—the one to whom all publicity problems were as A, B, C—the genius to whose mighty understanding no doors of advertising knowledge were locked. When the "call to arms" would be sounded through the shop, and the news passed from mouth to mouth that a consultation was on in the library, the solicitors and a few of the knowing copy men would set the stage for Phillips' entry as care-

fully as ever stage manager did for his leading man.

A half-hour would be spent in hearing the prospect's story—another half-hour in getting random ideas from a few trusted copy men, and in choking off the wild suggestions of Harbison, the solicitor who controlled the big Johnson account, and whose plans were so weird that they would have secured instant dismissal if promulgated by anyone less important.

Then a little bell would sound, an expectant hush would fall over the assembly—and Phillips would enter and take charge. No more random suggestions now—nothing but the bated breath of the admiring throng, for the master was here. Any advertiser who didn't *know* that all his advertising troubles were over and all his difficulties settled five minutes after Phillips took charge must be a hardened character indeed. But there was a fine impartial air of fairness about Phillips. Even he, yes, even Phillips himself, couldn't always tell just exactly what ought to be done without giving a few nights' thought to the matter.

#### HOW ACCOUNTS WERE CINCHED

For an ordinary campaign perhaps a casual consideration would suffice, but the advertiser's business was a peculiar one, and presented problems that were different from others. The advertiser himself had said as much. So Phillips would have to give the subject grave consideration, and one or two special meetings would have to be called, and a complete report would be submitted in a week or so. With this the meeting would break up, the solicitor who had closed or was trying to close the account would take the client around to see the entire suite of offices, Phillips would return to his sanctum, and the chief of the copy staff would assign the new account (including the imaginary report of the "committee") to some copywriter earning a salary of from twenty to sixty dollars a week for doing the real work of the agency.

Just before we left to open up the new office an order came in from one of the greatest newspapers in the world to prepare a series of six letters which it would send out soliciting business for the paper. The chief of the copy staff—a new appointee now, for my patron, Mr. Wills, was going to the new office to be chief of the copy staff there—brought in the order and told us that it had been specified that Mr. Phillips was to write the letters, for which we would receive a hundred dollars each. But Mr. Phillips had refused to take them, so it was up to us. I didn't enter the competition, but several of the new men did, and the letters accepted by Phillips and the paper were written by the newest man of all, who I believe was earning a salary of about twenty a week. I have often wondered what big contract for advertising space *Tomes & Benson* sent exclusively to the *Times-World* shortly after this—but as I left the city the next week I never found out.

(To be continued)

### Syndicate Purchases Knox Hat Company

A rumor which has been recently circulated in the business world, to the effect that the corporations controlling the wholesale and retail ends of the Knox Hat Company are soon to be consolidated, has just disclosed that the firm has passed out of the hands of Colonel Edward M. Knox. Both the Knox Hat Manufacturing Company and the Knox Retail Hat Company are now controlled by a syndicate, headed by C. G. Brazier, of Boston, and Mr. Brazier is the president of both companies.

Colonel Knox sold the controlling interest in these two concerns to this syndicate on June 19 last. He is still, however, the largest individual stockholder in the companies, and is the chairman of the board of directors. Prior to the transaction by which he sold his controlling shares Colonel Knox owned about 80 per cent of the stock. It is understood that he still retains about 20 per cent.

The syndicate which bought control of the hat business is said to be affiliated with the house of J. P. Morgan & Co. It was organized through the efforts of Mr. Brazier, who was at the time general manager of Collins & Fairbanks, a retail hat firm in Boston, Mass., and asserted to be the most successful retail business of the kind in the country. He had been general manager of the concern for more than fifteen years.—*N. Y. Journal of Commerce*, Oct. 22.

### Kansas City Ad Club Election

C. L. Brittain, advertising manager of Klines, a cloak and suit house, was elected president of the Kansas City Ad Club at the annual meeting recently. Other new officers include W. H. Besack, of the Ferry-Hanly-Schott Advertising Company, first vice-president; Godfrey Placheck, Coca-Cola Company, second vice-president, and J. H. Robinson, Robinson Shoe Company, secretary-treasurer. Mr. Brittain, in addressing the ad men, announced that more attention would be paid to the small retailer during the coming year. The new president stated that the efforts of the club had been directed too largely toward department stores and manufacturers in the past. The annual meeting was featured by an address by Frank L. Talbot, of the Hippodromes, of Kansas City and St. Louis, on "Advertising in Connection with the Amusement Business." Mr. Talbot recently began free automobile bus service for Kansas City theatre-goers.

### Pritchard Becomes Sales and Advertising Manager

H. E. Pritchard, who for the past four years has been connected with the Federal Advertising Agency, has resigned his position in the service department to take the advertising and sales managership of Hy. J. Roussel, Inc. The Roussel Corporation is a branch of a large manufacturing house, making toilet articles in France.

The Federal Agency, which has handled this account since the opening of the Roussel office in New York some seven months ago, will continue to place this business.

### How Yarn Manufacturers Interest Women Readers

S. B. & B. W. Fleisher, Philadelphia, are using newspapers in the Northwest to advertise Fleisher's Worsteds Yarns. The copy is illustrated with a drawing of a "Rosebud Baby's Robe." When the coupon attached to the ad is properly signed and returned complete directions for making the robe are sent. The women readers are told that by making the robe themselves the cost is surprisingly low. Being something unusual, serviceable and easy to make, it appeals to a large number of women.

### Church to Censor Its Advertising

Advertising of cure-alls, fake patent medicines, questionable financial schemes, drinks, cigars and cigarettes will be prohibited in all publications of the Reformed Church within the jurisdiction of the East Pennsylvania Synod, according to a resolution which last week was unanimously adopted at the annual convention held at Sunbury, Pa.

In keeping with this policy, all advertising offered for publication in church periodicals will be closely censored by the committee on church publications.



# How Hidden Markets Were Discovered

By W. W. Garrison

Of the Nichols-Finn Adv. Company, Chicago

THE hidden market is the business skeleton that crouches in the closets of seven out of eight American manufacturers.

A big manufacturer in New York State—unless he should happen to recognize himself in this article—does not to-day know the unseen power that forced him to quit a ruinous battle with competition on a certain new luxury which he commenced to make several years ago.

His competitor was not utilizing as good advertising copy as did the New Yorker. The latter produced inquiries from his advertising at less cost than did competition. He won sales for less cash outlay.

They sold practically the same goods. The competitor bought them in the market in which he was forced to pay just a little more than did the manufacturer, for the former was essentially a jobber.

Practically the same copy plan was utilized in securing inquiries for both lines of goods.

Yet the competitor remained in business, waxed prosperous, is a heavy advertiser to-day. The New Yorker, to his own amazement, found the venture a money-loser, and rather dismally quit after a year and a half of effort to cut inquiry cost and get his sales down to a cheaper basis.

The secret was this:

When the jobber, the successful competitor, made a sale of this product to a buyer he carefully impressed upon the latter the extraordinary bargain the latter was getting and the unusual quality of the goods, which were for personal use. He emphasized the fact that the lowness of the price was due to a trade condition that could not last long—which was a fact.

Then the buyer was made a present of an engraved card,

which, when presented by any close personal friend of the buyer, entitled the friend to the same unusual offer—even though the seller in the meantime quit offering the bargain.

The result was little short of astounding.

Every sale the advertising made at so much per sale established an endless chain of orders from the buyer's friends!

Thirty-eight per cent of the friends of buyers bought from the jobber! Thirty-eight per cent of the cards came back with orders!

And this type of sales cost nothing but stamps and stationery—there was no advertising cost to pay.

Every advertising inquiry under this system became immensely more valuable to the jobber than it did to the manufacturer.

The former struck the hidden market that the manufacturer completely neglected.

The latter had not this "velvet" upon which to depend for his profits, so he quit the useless venture, while his competitor continued. The manufacturer merely neglected to buy some of his competitor's goods or he might have been in business to-day, too, with this profitable line.

## FORD'S ATTACK ON THE PEDESTRIAN

Henry Ford, the cheap-car manufacturer, has the reputation in the automobile industry of fine-combing the country in more thorough fashion than any other maker. This is largely because the price of the car is such that he can get distribution anywhere. A town of a thousand with a small territory surrounding will easily support a Ford dealer.

Yet up to the point in his career when he decided to build 75,000 cars a year he neglected the real market—the pedestrian.

We are all pedestrians until we own an automobile.

Seven out of eight Ford buyers, it is authoritatively stated, are purchasing their *first* automobile. And most of them buy on price.

Consequently the direct avenue of attack is to get men to quit walking or taking street-cars—to get them to appreciate what trips over the country roads mean in pleasure—in short, actually to educate them to *want an automobile* strongly enough. For Ford has no serious competitor on price. And upkeep probably isn't any more than carfare would be.

Yet Ford advertising just before the determination to enlarge the output to 75,000, recited the deep message of vanadium steel from which Ford cars were made.

That argument, of course, was one which aimed to get a man to buy a Ford instead of some other car. The nearest cars at prices which might perhaps make them competitors, sold at \$900 to \$1,000. And that market to-day does not reach 75,000 cars a year.

But the Ford copy to-day aims at the huge virgin market of people who do not own any automobile at all—and to whom the price makes this car possible of ownership.

That previously was the market that the advertising had neglected.

#### A SLQW-UP IN SECOND YEAR

I know a Middle-Western manufacturer of a patented household product who started a comprehensive general national advertising campaign two years ago.

It met with remarkable success almost instantly. The factory couldn't keep pace with dealer orders. The business went along by leaps and bounds and 25 per cent to 50 per cent monthly increases were not unusual.

But the next year, though the advertising investment was increased in proportion to the enlarged volume of business, sales did not seem to go ahead in the same rapid fashion.

"This situation is not alarming," the manufacturer told a business associate. "It is simply a case of diminishing returns which

one meets with in every venture. I simply have got to spend more money than formerly to exert the same selling influence upon the market."

But this same condition went on for nearly six months. The ambition of the president of the institution began to assert itself. He was anxious for some of the same sort of expansion he had experienced the year previous.

Where it was to come from he couldn't determine.

"Who is there we can sell to that we are not now supplying with the goods?" he asked.

"Why not look at the negative side of it?" the advertising manager of the organization ventured. "Let us find out, if it can be done, the type of trade to whom we have sold most and then by deduction see what trade we *haven't* touched."

It looked like a good tip.

The hunt for the hidden market commenced.

#### AN ENLIGHTENING CANVASS

In a nearby city the search started. Dealers were asked which classes were heaviest buyers. Results were carefully tabulated.

It was found hotels, hospitals and public and semi-public institutions were dealers' best customers. These were the people the patented article had attracted in largest numbers.

"But," the manufacturer reminded himself, "this invention was designed first of all for use in the home."

He was astounded to learn that not one-fifth of one per cent of the homes in the nearby city had purchased the product. Not one home in 500 had been sold by the advertising.

Going back to the nature of the campaign the snag was clear. The copy was general. It did not aim directly at the home, which it should have done.

He studied the situation long and hard.

The home here was the hidden and the neglected market.

The advertising manager went to work on the new "home idea."

# Brings Better Results than all the other papers combined

MURRAYVILLE, ILL., April 7, 1913.

ORANGE JUDD FARMER, Chicago, Ill.

I have advertised my Hampshire hogs in ORANGE JUDD FARMER and other papers. Sometimes I used ORANGE JUDD FARMER by itself; other times with other papers, and again other papers and not the ORANGE JUDD FARMER. It seemed a good way, I thought, to find out which paper brought the best results. I can say that I have sold more hogs with the ORANGE JUDD FARMER than all the other papers that I have used.

FRANK REID.

We print this letter as further evidence of the *advertising* and *selling* value of ORANGE JUDD FARMER, which shows as well its popularity and strength among the prosperous farmers and live stock men of the Central States.

The best known *general* and agricultural advertisers, as well as advertisers of live stock, have *proved* the purchasing power of the 125,000 wide-awake, money-making and money-spending farmers making up the subscription list of *this leading farm weekly of the Central West*:



It is the Central Western edition of the five Orange Judd Weeklies, with 43,798 subscribers in Illinois, 16,943 in Iowa, 14,116 in Indiana, 11,280 in Missouri, 12,083 in Michigan, 11,589 in Wisconsin, and the rest in the most prosperous sections of Nebraska, Kansas, Oklahoma and the Pacific Southwest. Its circulation is most dense in the wealthiest region.

## 125,000 Circulation Guaranteed

The *highest grade* farmers subscribe to ORANGE JUDD FARMER because of its value to them in their business of farming. There is *exceptional buying power* in this circulation.

Sample copies and advertising rates on request. Address nearest office.

### ORANGE JUDD COMPANY

Headquarters: 315 Fourth Ave., New York

1209 Peoples Gas Building, Chicago, Ill.

602 Oneida Building  
Minneapolis, Minn.

908 Candler Building  
Atlanta, Ga.

Myrick Building  
Springfield, Mass.

# This letter shows what our subscribers think of

FARM AND HOME and its practical, profitable reading matter on all phases of farm life and work.

## *Why I Like It and Why Every Farmer Should Subscribe for Farm and Home*

For its plain, practical, concise farm gumption, handled in a clean, unadulterated form; for its fearlessness in defending the farmers' rights, and invaluable assistance in making farm life more profitable and pleasant.

William A. Good, Okla.

Mr. Good's letter is similar to many received from *Farm and Home* subscribers, all showing their high regard and appreciation of the live, practical, timely, money-making articles found in

# FARM AND HOME

The Leading National Semi-Monthly Farm Paper

It is the very able staff of writers, comprising the best agricultural authorities that makes *Farm and Home's* editorial organization the most authoritative of any farm paper in the country. They know how to do the things they write about. They keep our readers abreast of the times—keep them doing things that make their farming profitable. Every copy of *Farm and Home's*

## 600,000 Circulation Guaranteed

goes into the homes of farmers of the new era—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming. They *make* and *spend* money for "advertised goods," purchasing from local dealers as well as direct by mail. The excellence of editorials and high class of advertising carried are indicative of the high class of its readers. There is *purchasing power* in this circulation.

Address Nearest Office for Further Information, Sample Copies and Advertising Rates

### THE PHELPS PUBLISHING CO.

1909 Peoples Gas Bldg. 601 Oneida Bldg. 315 Fourth Ave. Candler Bldg. 1-37 Worthington St.  
Chicago, Ill. Minneapolis, Minn. New York Atlanta, Ga. Springfield, Mass.

He featured in the advertising the style of this invention which was lowest priced. He talked its many uses, the time it saved housewives, its economy in cash and featured the low-priced goods as a new idea for the housewife's consideration.

A leaflet, aimed squarely at the woman of the home, was also prepared. It was to be used in answering inquiries—in addition to other literature—and was for use on dealers' counters.

Up to this time the manufacturer offered dealers exclusive agencies. In the nearby city, where he found a fragment of his hidden market, he terminated that arrangement. The goods were to go on sale with all dealers in order to place them in neighborhood stores and keep them in easy reach of all homes.

Other dealers, eager to sell this product, were not difficult to get.

Advertising featuring the "home idea" was concentrated on this city through the newspapers. An eleven weeks' campaign was scheduled.

*Three months later a house to house canvass revealed the striking fact that one out of every eight of the better class homes of the city utilized the product.*

This manufacturer was now on the road to capturing the neglected market, and the national campaign, which went into force immediately afterward, carried the "home idea" with such strength that again he experienced the sensation of an unceasing business increase.

He solved his problem and broadened his field to the extent that it took in the total market.

Sometimes the bar to the hidden market will be inadequate or imperfect distribution, substitution, wrongly merchandised goods, the goods themselves, the nature of the advertising, the plan of selling, competitive conditions—but there are few manufacturers today who actually fine-comb their markets.

Form is the name of a new publication which will appear under the editorship of Royden Williamson, published by the American Social Press Bureau, New York.

## Influence of Dealer Recommendation

In a talk before the Advertising Association of Chicago last week, W. H. Field, business manager of the Chicago *Tribune*, pointed out some of the results of an investigation made by the *Tribune* among its readers as to what influences the housewife to buy certain kinds of articles for her home. The investigation was made through a prize contest in which the housewives were asked to tell what factor influenced them most in making purchases. More than fifty per cent of the replies were to the effect that the recommendation of the dealers was the influence which led to their purchases. Mr. Field also addressed the convention of Iowa Ad Clubs at Davenport, Ia., earlier in the week on the same subject.

## Cherry Making Round of Club Visits

Walter B. Cherry, vice-president of the A. A. C. of A., has just completed a series of visits to New England ad clubs. Mr. Cherry visited the New Haven Publicity Club, the Charter Oak Ad Club, Hartford, and the Worcester, Mass., Publicity Association, and will shortly make visits to others in the New England and Middle Atlantic States.

At New Haven, Mr. Cherry says, vigilance committee work came under active discussion while he was there, and local publishers seemed very much interested. The day after the discussion the *Times-Leader* came out with the statement that it had decided to "clean up."

## Human Interest in Cottolene Copy

The N. K. Fairbank Company, Chicago, is giving a human-interest touch to the new copy for Cottolene by featuring what Marion Harland said about Cottolene. As Marion Harland's "Helping-Hand Department" is well known to many newspaper readers, her advice in an ad undoubtedly carries some weight. The top-piece and border of the advertisement is made up from the outline of a can of Cottolene, with the center mortised for the copy. Recipes for making biscuits, etc., are given and a book of cooking recipes and home helps is offered free.

## Sisson Manager of Curtis "Far Western" Office

Everett Sisson, for many years publisher of *The Continent*, Chicago, and its predecessor, *The Interior*, has been appointed the Pacific Coast managership for the Curtis Publishing Company, with headquarters in San Francisco. For the past two years Mr. Sisson has been out of the harness on account of ill health. A luncheon was given in his honor in Chicago at the Union League Club, October 24.

## Publishers Combine to Increase Book Sales

Starting with the Exhibit at Springfield, Mass., Board of Trade this Week, Twenty-two Prominent Publishers Launch Their Campaign for the Stimulation of Sales—Dealer Work Proposed

THE newly organized Publishers' Co-operative Bureau, composed of twenty-two prominent book publishing-houses in New York, Boston and Philadelphia, on Monday launched its campaign to stimulate the sales of books throughout the country.

The start was made in Springfield, Mass., which was taken as a city neither too good nor too bad from a book sales standpoint. An exhibit of books published by the members of the bureau forms the centre of the Springfield campaign. The exhibit is installed at the quarters of the Springfield Board of Trade, and all of the members of the bureau are represented. The exhibitors are: The Baker & Taylor Company, The Century Company, Dodd, Mead & Company, George H. Doran Company, Doubleday, Page & Company, Duffield & Company, E. P. Dutton Company, Grosset & Dunlap, Harper & Brothers, Henry Holt & Company, B. W. Huebsch, Houghton Mifflin Company, Mitchel Kennerley, John Lane Company, Little, Brown & Company, Lothrop, Lee & Shepard Company, McBride, Nast & Company, Penn Publishing Company, G. P. Putnam's Sons, Frederick A. Stokes Company, Sturgis & Walton Company, Frederick Warne & Company.

From suggestions and ideas gathered during the Springfield exhibit the bureau will perfect plans which will permit of like exhibits being run off smoothly in various cities of the country.

Last year in Philadelphia ten or more publishers united to advertise in newspapers twenty very good but not especially well-known books. The experiment was successful, it is said, and the

bureau has suggested that a part of the advertising money of the various publishing houses could be combined in a co-operative effort to buy regular space in newspapers, with the main idea that by combining the publishers could get a cumulative effect which would never result from the same number of advertisements scattered through the newspapers on different days.

It is expected that this co-operative advertising will be used in other cities.

The bureau figures that at present there are only about 3,500 booksellers in the United States who can properly be classed as such. In all there are not more than 4,500 retailers in the United States who could be called "booksellers" even by stretching the term to the limit, so Richard B. G. Gardner, manager of the bureau, told PRINTERS' INK. This number is said to be far too small, and the bureau hopes to increase it. A part of the work of the new organization will consist of inducing dealers throughout the country to feature "fewer and better books." The publishers will furnish window displays and give dealers helpful suggestions for advertising in local newspapers.

Mr. Gardner says that the new bureau is more directly assisting local booksellers in an advertising way than it is the individual members. It is serving as a clearing house for ideas in bookselling and during the first year the plan is to try out various ideas which are submitted to the bureau.

The bureau, it is understood, has no direct connection with the American Publishers' Association, although the Board of Trade of the association has endorsed the work of the bureau.

The direct supervision of the bureau and its work is accomplished by an executive committee made up of Alfred Harcourt, chairman; F. N. Doubleday, Alexander Grosset, F. T. Leigh, William Morrow, Roger L. Scaife, Charles C. Shoemaker.

Richard B. G. Gardner, the manager selected by the publishers, has been in both the news-



## AT FIRST BLUSH

Annually, \$48,000,000 worth of carpets are produced in the United States as against \$18,000,000 worth of rugs. This from the census statistics of manufactures.

Yet the retail sale of rugs to carpets is as four to one, or, in some places, even as ten to one. This from personal interviews with 90 of the largest merchants selected from different sections of the country. A confusing comparison at first glance. Both sources are reliable and each seems to contradict the other.

But, by going deeper than mere statistics, we find that the great bulk of the carpet business is contract trade for public buildings and apartment houses, steamships and sleeping-cars, which leaves the public demand for rugs in individual homes to bring about the conditions cited by the dealers.

Reliance upon untranslated statistics to point out the way is apt to result in misdirection.

There are conditions—and perhaps a compromising past—behind the statistical statement which you are disposed to accept without modification.

Advertising campaigns based on a careful study of the sources of statistics, rather than upon bare statistics themselves, have the advantage of insuring the plans as founded on real conditions.

THE CURTIS PUBLISHING COMPANY  
Independence Square, Philadelphia

paper and advertising agency field. His newspaper experience includes work in London and Paris, and on the staffs of the Philadelphia *North American* and Pittsburgh *Dispatch*. He was connected at one time with the Edward H. Marsh Advertising Agency, of Springfield, Mass. Just previous to taking the management of the Publishers' Co-operative Bureau, Mr. Gardner was service director and sales manager of the Munder-Thomsen Press, Baltimore, Md.

### New York Trade Press Meeting

The subject discussed at the first meeting of the New York Trade Press Association held at the Hardware Club last Friday evening was the recent convention of the federation of trade press associations. The consensus of opinion was that the convention had done much to give publicity to the trade press as a whole, and was highly successful.

A. E. Clifford, of the McGraw publications, suggested placing restrictions on the use of a paper's columns by one advertiser to "knock" a competing advertiser.

M. C. Robbins, of *Iron Age*, emphasized the need of disinterested circulation auditing so as to put circulations on an undisputable basis. He was of the opinion that this work should be done by the Government.

A. G. Pearson, of the *Dry Goods Economist*, told of a recent investigation he had made abroad and suggested that American trade press publishers do some educational work among foreign advertisers and subscribers.

W. H. Ukers, editor of the *Tea & Coffee Trade Journal*, described how, as chairman of the committee on arrangements, he had put through the plans for the recent convention in New York.

### Ranson Joins Packing Concern

J. H. Ranson has been appointed manager of sales and advertising of McMenamin & Co., Inc., packers of crab meat, Hampton, Va.

Mr. Ranson has been associated with the New York office of N. W. Ayer & Son for the past two years.

### Standard for Medicine Copy Censorship

The Canadian Press Association has requested its advertising committee to prepare a standard for the guidance of the members in censoring patent medicine copy and the committee is now at work upon the task.

### Secretary Redfield on Price Maintenance

A dispatch from Lansing, Mich., quotes Secretary Redfield as saying in regard to price maintenance: "The decision of the Supreme Court holding it to be unlawful for manufacturers to fix retail prices settles the present law, but the wisdom or unwisdom of the law and the economic profit or loss by the practice are not yet settled. There are men who are sincere foes of monopoly and who incline to the belief that, under economic laws, which are greater than statutes, the broad prohibition of the right to fix retail prices by manufacturers tends to create monopoly, instead of being a movement toward relief from monopoly."

"There is no thought of questioning the decision. It is the law of the land, and as such it is bound in letter and spirit to be accepted and obeyed. For the guidance, however, of future legislation on this important subject it is desirable that the economic question be worked out."

### War on Bargain Shears

The manufacturers of Wiss Shears, Newark, N. J., are campaigning in Detroit, Mich., with newspaper copy designed to meet the competition of bargain counter shears. A drawing of Uncle Sam pointing to the trade-mark "Wiss" is used to emphasize the value of the Wiss American steel-forged process of shear making. The copy is educational, explaining why it is impossible to make real scissors to sell for 19 cents or 25 cents. The dealer is brought into the campaign by the phrase "Ask any good dealer to test a Wiss Shear for you."

### Babbitt Will Advertise "Spic and Span"

B. T. Babbitt, Inc., is now the owner of Spic and Span Metal Polish, having taken over the business of the Atkins Company, of Brooklyn.

The Atkins Company formerly made a complete line of metal polishes of which Spic and Span was the leader.

There is a wide sale of Spic and Span, one big customer being the U. S. Navy. Some time ago the Spic and Span advertising campaign was discontinued. Now B. T. Babbitt, Inc., plans to resume it.

### Starr Account Shifts

The account of Theodore B. Starr, New York jeweler, is now being handled by Ewing & Miles. Until recently the account was in the hands of Blackman-Ross.

The advertising of the Hessler Rural Mail Box, of Syracuse, and the Hinman Milking Machine, of Oneida, N. Y., is now being placed by the Van Benschoten & Countryman Agency, of Syracuse.

## Big Space Campaign for "Movie" Films

The Aim Is to Influence Local Moving Picture Theatres to Take Mutual Corporation Service by Creating "Consumer Demand" for Trade-marked Plays—Details of the Coming Campaign

THE Mutual Film Corporation, of New York and Chicago, last week launched a national advertising campaign to popularize the progress of films supplied by it to moving picture theatres.

The idea is to create a demand for this concern's films among moving picture theatre patrons, thus giving local theatre proprietors an inducement to exhibit them.

The first blast was a full page in the Chicago *American*, and it is planned to have the campaign running in eight of the leading cities of the Central West by November 1. Later the copy will be run throughout the territory

embracing the forty-nine cities in which the Mutual Film Corporation maintains distributing offices.

As will be noticed from the accompanying reproduction of one piece of copy used in this campaign, special effort has been made to familiarize the public with the trade-mark that is now displayed on all Mutual motion picture films. This is also shown on an unique lighting device displayed in front of every theatre showing the Mutual programme of films.

The officers of the Mutual Film Corporation have been working on the advertising idea for a number of months. Being a virgin field, there were no precedents to follow, and it required considerable time to seek out the most adaptable general scheme and merchandising plan. The campaign that was presented by the Nichols-Finn Advertising Company, Chicago, was finally adopted.

The campaign that has been decided upon contemplates the use of good-sized space in newspapers

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

in the cities in which the Mutual Film Corporation has the largest number of customers. The newspaper advertisements will feature a list of the theatres in the territory covered by a given paper, showing the Mutual films. The selling arguments are based upon the claims of the Mutual company as to the superiority of the scenarios used and the extra care taken in producing the films shown in the Mutual programmes.



**"Let's See the  
MUTUAL Movies"**

Trust HER judgment when it comes to entertainment. She knows the kind of a motion picture exhibition like this. She'll respect your thoughtfulness if you insist upon seeing the MUTUAL movie worth before you enter.

It is there for your protection—to point the way unobtrusively to the very high quality of motion picture entertainment that can possibly be produced.

MUTUAL Movies stick in your memory. They're good—every time. The superb acting, gripping plots and perfect photography have such a separate appeal.

We spend \$1,000,000 a year to maintain MUTUAL standard. Every film is passed by the National Board of Censorship and the Canadian Board of Censorship as well as our own Film Censors. You get the benefit in hours of perfect pleasure at the cost of a few pennies.

**Take HER to See MUTUAL Movies Tonight!**

Find the cinema showing the electrically lighted MUTUAL movie, that is, inside your home for hours—and go long, long time.

You'll spend the money—seeing you're sure to—  
long, long time.

**Mutual Film Corporation**  
Chicago      Boston      New York

**MUTUAL**  
Make Time Fly

#### THE NEW "MOVIE" COPY

Since the first advertisement has appeared, with the names of the theatres showing the Mutual films, the Chicago office has added something like ten thousand dollars' worth of new yearly contracts daily.

The following cities will be covered in the Central Western district: Chicago, Minneapolis, St. Paul, Milwaukee, Omaha, Kansas City, St. Louis and Indianapolis. As soon as the details of the campaign have been worked out, the same line of work will be taken up in the Eastern territory.

The schedule calls for full-page advertisements for the opening announcements in each city, to be

followed at weekly intervals by other large copy ranging down to 150 lines on two columns. For the most part this copy will be used either Monday or Tuesday, with the idea that the immediate effect of the advertisements will be to increase the attendance at the Mutual theatres in the earlier part of the week and thus balance the crowded picture houses that are usual on Saturday and Sunday.

#### Kathrens "Loaned" to Union Pacific

Joseph R. Kathrens, vice-president of the H. E. Lesan Agency, has been appointed manager for the Union Pacific Railroad of the latter's part in connection with the 1915 Panama Exposition at San Francisco.

This appointment is made by Gerrit Fort, the passenger traffic manager of the Union Pacific, a great number of men being considered for the post.

Mr. Kathrens is already in San Francisco, where he will be in charge of the five acres that the Union Pacific will control within the exposition grounds. He has had a wide experience along just these lines in connection with past expositions. He was assistant in charge of awards in the agricultural section of the Columbian Exposition in 1893, and was connected with the publicity work in connection with the St. Louis Exposition.

The Union Pacific Railroad is spending a half million dollars on its showing at the Panama Exposition, which will include a reproduction of Yellowstone Park and an exact reproduction, as far as can be made mechanically, of Old Faithful Geyser.

There will also be a big model restaurant on the big Union concession.

Mr. Kathrens will continue with the Lesan Agency as vice-president.

#### Paisley with Lyddon & Hanford

The latest accession to the staff of the Lyddon & Hanford Company, of Rochester, N. Y., is L. A. Paisley, of Detroit, Mich. Before entering the advertising agency field Mr. Paisley had several years' experience as an office manager with large concerns in different cities. He went through the chairs in the daily newspaper business in Ohio and a few years ago went to Detroit as managing editor and advertising manager of *Modern Methods*.

#### Combination for Distribution

A plan of securing distribution at a small cost was recently employed by the Mecca Cigarette Company. A five-cent package of Listered Peps'n Gum was offered free with every 10-cent package of Mecca Cigarettes. A further inducement was two richly colored novelty rugs. Whole pages in newspapers were used in making this offer.

# Five Technical Paper Talks

## No. 1

### What a Technical Paper is

To tell what a technical paper is we have to begin, because of a popular fallacy, to tell what it is not. It is not a trade paper.

A technical paper is one that goes direct (not, mind you, indirectly via a middleman or "tradesman") but direct to those men who do the world's work—

The men who deep within the bowels of the earth superintend the rescue of its treasures—coal, gold, iron, copper—

Or who make the machines

that keep civilization working—

Or who generate the power that keeps the machines running—

Or who build the roads and bridges of the continents and the huge buildings that lift their bulk heavenwards—

It is to these men of action that a technical paper goes. It is only to these men of force and brains and power that it appeals.

That is what a technical paper is.

### Hill Engineering Weeklies

There are five of these technical papers—each the leader in its special field—each going to a selected list of the men with the greatest buying power.

**The Engineering and Mining Journal (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

**Engineering News (1874)**

The standard Paper of Engineering and Contracting. Circulation 20,000.

**American Machinist (1877)**

Devoted to the Work of Machinery Construction. Circulation 26,750.

**Power (1880)**

Devoted to the Generation and Transmission of Power. Circulation 32,000.

**Coal Age (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

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**Hill Publishing Co., 505 Pearl St., New York**

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# How We Get It

Part of the 623,509 circulation, which is being sold at the old 500,000 rate, is obtained by premium methods.

These premiums are pictured on the opposite page: they will be sent free to any advertiser who would like to see them, to judge what quality of circulation they help to attract.

There are two reasons for using premiums:

First, the premium is part of the price we pay for having our subscription organization, for producing all our own circulation ourselves instead of being dependent on outside production, for being able to select our circulation instead of having it handed promiscuously to us.

Second, because there is an insistent demand on the part of a certain proportion of Collier subscribers for a premium:

—on the part of the business man, for instance, who has used the Collier Atlas in his office year after year—on the part of the lover of art who wants an art portfolio—on the part of the lover of good books who wants to build up a library on an economical basis.

Only 35% of our circulation is today produced by the use of premiums: a year ago about 90% was so produced. The 35% who still receive premiums, receive them because they want them.

And having received them, they are satisfied, content with their purchase, responsive to editorial appeal, and ready to be made responsive to the advertiser.

Next Announcement—"The Remaining 65%."

*T. L. Patterson.*

Vice President and General Manager.

## Branch Offices of P. F. Collier & Son, Inc.

Atlanta	Washington	Boston	Buffalo	Cleveland
Chicago	Cincinnati	Denver	Detroit	Indianapolis
Kansas City	Louisville	Memphis	Milwaukee	New Orleans
Omaha	Philadelphia	Pittsburgh	Providence	St. Louis
St. Paul	San Francisco	Syracuse	New York	Dallas
Portland	Newark	Minneapolis	Toronto	Wheeling
		Baltimore		





## Demonstration to Sell Baby Garments

The Earnshaw Knitting Company, Chicago, is using newspapers throughout the Central States featuring a complete pattern of its scientific pinless, buttonless diaper free to mothers. When the coupon attached to the adver-

**Free to Mothers**

**Demonstration of How to Dress the Baby Without Pins or Buttons**

**At These Stores**

**JOHN J. GABALL, MEYER & LINDSEY, W. E. HARTY CO., W. L. HAYES**

**New Scientific Diaper Free to Mothers**

**Vanta Baby Garments**

**Earnshaw Knitting Company**

tisement is presented at the baby goods department of any dry-goods store the pattern is given free.

The idea back of the free offer is to make mothers acquainted with the complete line of Vanta Baby Garments such as vests, V-bands, shirts and everything for the baby. At the time the free offer is made in the newspapers a demonstration of how to dress the baby in Vanta baby garments is given at the local dry-goods stores.

## Keiser's Fight for Name Rights

A three years' fight against what was held a violation of the law of unfair competition was won last week by James R. Keiser, Incorporated, said the New York Times of October 26.

The suit was brought by the Keiser corporation against several inter-related firms and individuals—Kaiser & Co., H. B. Kaiser, J. N. Kaiser, H. B. Kaiser, Incorporated, Birdie Kaiser, and Samuel Levine—to restrain them from advertising or offering for sale what the defendants termed "Kaiser Kravats." It was based on the claim that this term was so similar to the plaintiff's trade name of "Keiser Cravats," that it deceived retail customers and caused financial loss to the plaintiff.

The action in question was begun about December 1, 1910, following the opening of a chain of retail stores by H. B. Kaiser, Incorporated, in which "Kaiser Kravats" were advertised and offered for sale. At the outset of the suit Judge Gerard denied the temporary

injunction asked by the plaintiff, and after many motions the case was twice taken to the Appellate Division for this district. The actual trial of the case began here on October 6, before Supreme Court Justice Lehman, and was ended last week by a decree perpetually enjoining the defendants active in the affair from advertising and selling men's neckties under the name "Kaiser," or any like name, unless used with one or more distinguishing words or marks that would be sufficient to distinguish easily the goods of the defendants from those of the plaintiff.

The complaint was ordered dismissed without costs to the defendants, Birdie Kaiser, wife of H. B. Kaiser, and Samuel Levine. This resulted from the willingness of the defendants to allow an injunction to be entered against them in order to avoid monetary damages. The Keiser interests in the case were handled by John E. Ruston and R. Floyd Clarke.

## Demonstration That Trolley Advertising Is Profitable

One often wonders why street-car companies do not tell the public about the interesting places along their lines. Bordering the car lines of every city are parks, playgrounds, beautiful buildings, recreation spots and points of interest which can be reached quickly, comfortably and inexpensively by trolley. That all these things can be profitably advertised, that people will welcome such suggestions, is being demonstrated by the street-car companies of Minneapolis and St. Paul. The newspapers of both cities have carried advertising which describes briefly the places of interest every citizen should visit; what electric cars to take; and the fare from city to city.

The advertising in these cities makes everything clear and tells a complete story of the special scenic attractions along each line. In addition to the advertised facts above, the public is told how the different cars are marked, when fares are collected, and where to transfer.

Each advertisement closes with the invitation to telephone or write for further information, and the statement is made that complaints and suggestions always receive prompt attention.

## Gossard Company's Method of Getting News Into Ads

The newspaper copy of The H. W. Gossard Corset Company is being given a newsy touch by devoting a portion of the space to the Gossard Bulletin of Advanced Modes, which is dated from Paris the day before the date appearing on the newspaper. The bulletin is made up of at least ten interesting news items about the latest fashions and styles in everything a woman might wear. For instance: "The latest fashion in hats is broad sailors in velvet, trimmed with skillfully made bows of moire ribbon." The idea is that news items of this nature will be eagerly and carefully read by every woman, and give a news value to that part of the copy devoted to Gossard Corsets.

## Studebaker's "Old Wagon Contest" Wakes Dealers

Way in Which Announcement  
Was Made an Important Item—  
Why the Prizes Were Not Made  
Large—Newspaper Ads Keep  
Interest at High Pitch—Results  
Gratifying

By G. D. Crain, Jr.

CONTESTS of various kinds have been unusually popular among manufacturers recently, and success of more than the average has been reported from many of them; but it is doubtful if the "Old Wagon Contest" recently concluded by the Studebaker Corporation could be excelled, either in the amount of interest excited or in the advertising value and good will created, by any similar proposition.

As indicated by the name, the company offered prizes to the owners of Studebaker wagons longest in service. Thousands of entries were received, and it is sufficient to say that the winner, Levi Dallas, of Topeka, Ind., had a wagon forty-nine years old, while it took a wagon in service thirty-six years to qualify for the sixty-eighth prize.

O. S. Barrett, manager of the advertising bureau of the company, said that the contest was the best proposition ever developed by the company, adding:

"Summing the whole contest up, we firmly believe that it has been one of the best propositions we have ever put out. It has given us a line of talk and argument which we can make the very best use of in our publicity and selling for years to come. We now have something to show that proves the statements which we have been making for years on the quality and long life of Studebaker products, and proves them in such a way that they cannot help but be convincing. We have secured *thousands of testimonials*, and there is hardly a section of the country where we cannot refer some prospective buyer to an

owner of an 'Old Studebaker' who is enthusiastic over the purchase."

One of the impressive features of the contest was the way in which the dealer was hitched to every detail. The results were such as not merely to give publicity to the Studebaker farm wagon, but to enthuse the dealer, add new retailers to the list of those handling the wagon, and bring new and old customers to the stores of the distributors of this line of vehicles. The campaign was carefully built, so that the dealer was "in" at every step of the way, and the results have proved the wisdom of this policy.

In the first place, the announcement of the contest was made in the "Studebaker Almanac" for 1913. Instead of mailing the almanacs to farmers or sending them to the dealers for promiscuous distribution, the mailing-list of each retailer was secured, and a personally-addressed form letter written to each farmer on the list advising him that a copy of the almanac was at the dealer's store, telling something about its general features, and referring, without too much detail, to the prize contest set forth in the publication.

This brought the farmers from all over each dealer's territory to the store, where the almanac was secured and the contest and its terms were explained. All entries resulting from this plan were sent in through the dealer, thus, once more, linking him to the proposition. In addition to this, the Studebaker Corporation prepared electros announcing local contests for the dealers, enabling them to use the entries for local publicity work as well as in the general contest covering the entire country. Many of the dealers took advantage of this opportunity, using the electros and conducting successful local contests.

### ENTRIES FROM EVERY STATE

Entries poured in on the company from all over the United States, every State and section being represented. Thousands of

(Continued on page 37)

# Money

There exists in Chicago an organization of expert money-makers.

It consists of men who have made money themselves, so it isn't a theory factory. The men at its head started at \$10 per week.

It is filled with men of proven calibre—conspicuous successes. Men who command the largest incomes this field ever offered.

Its entire business—its sole source of income—lies in helping other men make money.

This concern is Lord & Thomas.

This business is called an Advertising Agency for lack of a broader nomen.

It deals with salesmanship-in-print. In that way lie the vastest modern money-making possibilities, through multiplying outputs and reducing selling cost.

Its efficiency has made it the largest concern of its kind.

## A Stern Policy

In all its dealings, this concern relies entirely on the judgment of results.

It gets business by showing its

remarkable sales records. It keeps business by outselling all expectations.

Its largest accounts grew from beginnings without ever increasing the cost per sale.

All folderol is forbidden. No favors are asked or accepted. Actual proof to clients is the only influence in courts.

It deals with its own men likewise. No contracts are made with them. On their daily success depend their place and their pay. And success consists solely in selling for clients all that salesmanship can sell.

Men who want sales at a profit—who seek growth and security—will find this concern to their liking.

## Few Mistakes

Behind this concern lies a matchless experience. It has dealt for decades with hundreds of big affairs.

It has stood with the pilots of countless vast undertakings and seen all the rocks and shoals. Its intimates have been successful.

It knows cause and effect, the possible and the impossible, the wise and the unwise. The ablest of men seek its

### Just Out In Book Form

A sample of our Master Salesmanship. Ask us to mail it to you.

# LORD & THOMAS

## Advertising

S. E. Corner Wabash and

# ey Makers

It keeps counsel. Its business advice has saved many an error and led to many a master-stroke.

Then it is ultra-cautious. It investigates markets, measures up competition, weighs the demand.

It moves slowly. Months are often spent and hundreds employed, to gain knowledge of the ground.

Homes are canvassed, prospects interviewed, dealers consulted—all to make sure of the road to success.

So mistakes are rare, and those mistakes are not costly. Nine times in ten the first attempt sounds the major note.

## Master Men

There are many sides to advertising. This concern for years has aimed to get the masters in them all.

It watches for them—outbids all to get them. Then this vortex of big advertising soon develops the fullness of their powers.

It has experts in merchandising, in work, in copy. It has men of ideas, men who know human nature.

There are nine men on its pay-roll whose aggregate salary is \$227,000 per year.

Nowhere else in the world is there such a corps of all-round experts in salesmanship-in-print. And they work together—mass their abilities—on each undertaking.

## No Extra Cost

This service is rendered for the usual agent's commission. The rate is the same and the service the same on small accounts as large. For the business is built by making small accounts grow.

So this maximum salesmanship costs no more than mediocrity.

It appeals to shrewd men—men who know that success demands big men behind them. Men who are swayed by no inconsequentials. Men who look facts in the face.

It seeks clients who are out to make money. Men who measure business service by the dollar gauge only. Men who abhor pretensions.

It invites correspondence from men of that class. Invites a chance to prove its powers by its records of success—by the testimony of those it helped.

And it feels that any advertiser seeking the light must accept that invitation.

# & THOMAS

Advertising Chicago

abashue and Madison Street

## Just Out In Book Form

A sample of our Master Salesmanship. Ask us to mail it to you.

EVERY advertiser, every advertising manager and every advertising agent knows that whatever may have been said in the past about service-giving agencies, the real demand for service has just begun.

Price cutting, prophecies and promises have been pretty good sellers in the past, but right now everyone seems to be waking up to the fact that agents' commissions ought to buy something for the man who puts up the money.

This agency has always been known as a "service agency," even when the term wasn't considered by advertising agents as creditable or as necessary to success as it is today.

We are glad to talk to any advertiser who is looking for a "service agency."

Williams & Cunnyingham  
1710 Mallery Building  
Chicago

wagons were put into the contest, a remarkable fact, considering that only those with wagons long in service felt that there was a chance of winning any of the sixty-eight prizes offered. Five hundred of the wagons entered were shown to have been in service over twenty years, so that, as Mr. Barrett pointed out, the company was given testimonials the strength of which could hardly have been increased.

In this connection it is worth noting that the prizes offered were not large. The total amount offered was \$100 in gold, the first prize being \$20, the second \$10, the third five dollars, and sixty-five prizes of one dollar each. The company could easily have made the amounts much larger, inasmuch as the prizes themselves formed the smallest item of expense in the contest; but the reasons for choosing comparatively modest sums were set forth logically by Mr. Barrett as follows:

"The line of reasoning we used was that if we made the first prize larger we would secure a lot of illegitimate entries, which would necessitate considerable investigation, with an increased expense. We also figured that if a man owned a Studebaker wagon which had given him excellent service for years, our offer would be an encouragement to him to let us know about his wagon, as the average person likes to have it proved that his judgment in buying some article was correct. We also wanted every entry to be an unsolicited testimonial of our product, as you might term it. With a first prize of only \$20, the average owner sent in his entry more in a spirit of praise for our goods than with the prize in mind. The letters were from the heart, and not padded; they told facts, and not a lot of untruths. The results secured have proved that our reasoning was correct."

The conservative attitude taken on this question alone ought to be suggestive to those who have regarded a contest as necessarily involving a lot of expense for prize money in order to attract the necessary amount of attention. Of

course it should be remembered that the character of the people addressed, farmers, had something to do with the plan used.

#### HOW ADVANTAGE WAS TAKEN OF RESULTS

At the conclusion of the contest every possible opportunity was used to take advantage of the results. A poster giving the results was printed and sent to every dealer and prospective dealer for posting; the checks of winners were not mailed direct, but were sent to the dealers for distribution, thus giving them a chance to make use of them by means of newspaper advertising, letters, etc., and by displaying the checks in their stores. In addition the local dealer had an opportunity to get a news story into his local papers, telling about the contest and those in that county who had been included among the winners, the interest in the contest giving it legitimate news value which the local papers appreciated.

During the latter part of the contest the newspaper campaign of the Studebaker Corporation was running, 2,500 papers being used; and at the close of the contest articles giving the general results were sent out to this list, publication being reported in 75 per cent of the papers used.

The form letters used in connection with the contest were well conceived and helped to maintain interest both on the part of the dealer and the entrant in the event. The first form letter went to the farmer on the dealer's mailing list, inviting him to call and get his almanac; the next reproduced the electro to be sent to dealers for use in local contests; another went to every entrant, telling him about the thousands of wagons in the contest, and impressing upon him the fact that quality must have been built into the Studebaker product in order to have created a record of that kind; while a series of four went to the dealer, acknowledging receipt of various entries and emphasizing the selling value of the argument of durability and qual-



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## TROY

### 80,000 *real* "average people"

Troy, New York, is a city of eighty thousand *real* average people.

Not the usual average struck by dividing the income of plutocrats with the nothingness of poverty.

Any city's full quota of both would make a splendid average numerically, but an average from which few advertisers would expect much of a sales showing.

The vast majority of Troy's population have the "in-between" income that make them the best, the steadiest buyers.

Publicity seeds sown in this fertile soil are never-failing in a bountiful harvest of returns.

Last, but not least—it may be cultivated "intensively" and inexpensively—one single medium covers the field.

## The Troy Record

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ity presented in the wagons which had been entered, and urging participation in a local newspaper advertising campaign to get the full benefits of the contest. The close of the contest, with the announcement of winners, was followed by letters to the dealers advising them of the results. The final letter went out August 8, 1913, the contest having run from January 1 to May 31.

The contest was successful from about every standpoint that could be mentioned.

It aroused interest in and accorded favorable publicity to the Studebaker product.

It enthused dealers already handling the wagon and resulted in others taking it on in order to get into the contest.

It resulted in retailers engaging in local advertising, something which many of them had not been doing previously.

It awoke users of old Studebaker wagons to the service they had received and stimulated the "Ask the man who owns one" sentiment.

It created a situation of news interest which resulted in straight news items being used by many newspapers.

It furnished thousands of testimonials and sales arguments which can be used for a long time to come in the regular advertising of the company.

It helped related lines of Studebaker products—buggies, carriages, harness and automobiles.

The thing the Studebaker interests are most elated over is the way the dealers co-operated with the company in working up the contest. As Mr. Barrett said, "The whole plan hinged around an attempt to get the consumer to the dealer's place of business to get his wagon entered. We tried to make it necessary for anyone wanting an almanac to call at the dealer's for it, and hundreds of our dealers co-operated with us in this. We left it to the dealer to notify the contestant of the prize which he had won, and from the clippings received, and the letters sent in we know that the dealers worked with us."

## Sharpe's Trip Shows Changing Farm Market

Says Some Old Traditions Must Be Forgotten if Advertisers Reach Farmer Effectively—His Liking for Good Printing—Facts Discovered on a Tramp in the Northwest Visiting Homes

G. B. SHARPE, advertising manager, for the De Laval Separator Co., has just returned to New York from a six weeks' trip investigating the American farmer.

Although born and brought up on a farm, Mr. Sharpe finds it impossible to keep in touch with the changing conditions in farm life and the constantly fluctuating conditions of competition by staying at his Broadway office. So every year he packs together a few old clothes and goes out into the country and studies conditions at first hand.

After a few whittling matches, crop conversations and discussions on current dairy questions, Mr. Sharpe returns and proceeds to incorporate his deductions into the De Laval selling and advertising plans. This trip the harvest has been unusually bountiful. His investigation took him out to the great wheat country, through Minnesota and Western Canada. He has made many interesting "finds," some new and some not so new, about changing conditions on the farm, and influences at work that must be recognized by any advertiser appealing to the farmer.

"Yes, I suppose you might say that the talk common in advertising circles about the prosperity of the farmer is in large part true," said Mr. Sharpe in answer to a question. "But don't jump to the conclusion that farmers are spending all the money they are making. Why, I sat on a fence with a Minnesota farmer and squabbled for two hours over a ten-dollar reduction in the price of a separator, and it almost broke his heart to have to pay the regular price. Yet I suppose he was

THE selection of stationery for a business house is not a matter of chance. There are papers and printers of all kinds, and in the great majority of cases the house that buys good stationery does so because it is its general policy to use the best under all circumstances. There you will find the best men, the best machinery, and the best methods. A house that does not skimp on its stationery, will not on its product.

# Old Hampshire Bond

Look in the letters that come to you for the water-mark OLD HAMPSHIRE BOND (hold them to the light) and prove this for yourself. Then trust the value of your first impressions.

So that you may know OLD HAMPSHIRE BOND we will gladly send sample sheets showing examples of modern letter headings.

## HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively

worth \$50,000 to \$100,000. When he goes to town and is charged fifty cents for a meal, he thinks it is a hold-up, and if he ever came to New York and was asked to pay four dollars a day for a room he would be carried off on a stretcher. Farmers may be making money, but as a class when they spend it they want to get their money's worth.

#### FARMERS GROWING MORE AND MORE CAUTIOUS

"One of the results of this prosperity, however, is that the farmer is better informed than he used to be, and consequently more cautious. The chances of getting farmers to bite on fake schemes are becoming slimmer every day. To do business with them at all nowadays you have first to win their confidence. You have got to convince them that both you and your proposition are 'square,' and the best way to do this that I know of is to keep advertising. A spasm here and there will not give that impression, but the sight of your ad in the paper day in and day out, very probably will. Take our product, for instance: As well-established as it is, we advertise the year around for this very reason.

"The big problem of the farmer to-day, and I speak, of course, particularly of the grain-grower, is getting help. Invariably I would find the farmer bewailing the fact that he had lost several hundred dollars because he couldn't get sufficient help at harvest. This condition gives manufacturers of labor-saving appliances a very vulnerable point of attack. The condition is caused by the scarcity of 'foreign' help, and the tendency of the native sons to migrate to the city after they have secured the schooling which the increased prosperity makes possible.

#### WIFE IMPORTANT FACTOR

"As I went from farm to farm I was surprised to notice the increasing need of taking the farmer's wife into consideration in agricultural advertising. The part she is playing in influencing sales

is undoubtedly even more important than in city life. The reason for this is obvious. Farmers, particularly in the wheat or so-called 'grain' belts, are coming to realize the many benefits of 'mixed' farming. Instead of putting all their eggs in one basket, as it were, they are going in more for dairying and raising beef cattle. This, of course, means more work for the farmer; it means working late into the night and a good part of Sunday. As help is so hard to get, the burden falls on the farmer's shoulders. As a result the details connected with keeping up the farm and the responsibility for creative suggestions derived from farm literature resolve upon the woman. We advertisers have got to plan accordingly.

#### FARMER APPRECIATES GOOD PRINTING

"A Minnesota wheat-raiser opened my eyes to the need of well-printed farm literature. For some years we have been using good printing because we felt anything worth doing at all was worth doing right, and, too, because the cost of well-printed literature was not so much more than for the indifferent kind, in the quantities that we ordered. But on this trip I saw an even better reason for sending attractive literature out to the farmer.

"This farmer had one of our new catalogues, with 'off-set' covers, lying on the parlor table. He confessed, when questioned, that he put it there because he was so 'taken' with the way it was gotten up. Just how much good we derived from having this book passed around among visitors to his home is hard to estimate. I also noticed in talking to the different farmers that they had so much cheap stuff thrown at them that they appreciated good printing; it suggested an equally good product.

"Another thing I noticed in connection with my direct advertising investigations was that the old familiar three and four page letters—the kind that 'get into the pen with us,' as one farmer put it—are not read as much as their

## Over Forty-Five Million Pairs of Shoes Per Year

Conservatively estimating that the average American family buys a dozen pairs of shoes each year, it would take over 45,000,000 pairs of shoes to shoe the feet of the millions of families reached by the country newspapers of the

## Kellogg & Western Lists

Is it any wonder that the shoe manufacturers that are using these lists are so well satisfied with results?

These people use hosiery, underwear, clothing, etc., in equally large proportion; and they will purchase high-grade products, if advertised in their local papers.

Consider the huge possibilities in this field for your particular article and send for our catalogue.

**Western Newspaper Union**

CHICAGO

NEW YORK

In November, Harper's Magazine made the largest gain in advertising of any monthly magazine except one.

It did the same thing in October, also in September.

Circulation Books Open to All

sponsors might think. The farmer is being educated away from this kindergarten advertising. I believe a straightforward, business appeal, laying the cards right out on the table, is the most effective.

"Out-door advertising is still effective, perhaps more so than before, because those that have autos are out more than they used to be, and the signs which we use—both the agents' signs and the ones we put on fences advising that a 'De Laval Cream Separator is used here'—I regard as some of the most effective advertising that we are doing at this moment.

#### SOME COMMON DELUSIONS EXPLODED

"In looking over the current farm advertising one of the big faults seems to me to be the tendency to regard the farmer as 'easy money.' The sooner advertisers find out that the farmer is rapidly getting acquainted with the world, by means of literature which was unknown and unthought of a few years ago, and by the sons and daughters who have been sent to large city schools, and who return to make their homes on the farm, the more money there is going to be saved.

"There is no doubt but that the mail-order house is now, and for some time, will continue to be an important factor in farm life. From my observations I venture the opinion, however, that it won't be long before the big mail-order houses discontinue selling products in which the service element enters—I refer to such things as gas-engines, cream-separators, automobiles, etc.

"Every time they sell a machine of this type they sell a liability that it will sooner or later get out of order. When it does the farmer immediately blames the mail-order house that sold it, even if he should be at fault. Mail-order houses could better afford to spend effort selling products such as household furnishings or provisions where an article is sold and forgotten. On the other hand, when a farmer buys a machine from the local dealer, he can get him on the 'phone if anything goes wrong, and the dealer, who un-

derstands the mechanism, can tell him what is the matter, or send him a new part at once or very soon.

"To me there is no doubt that the big pitfall in the way of the agricultural advertiser is his failure to appreciate the changing conditions that are continually taking place in farm life, and his failure to shape his attack to meet them."

### A Puzzle for the Advertising Man

THE KELLY-SPRINGFIELD MOTOR TRUCK COMPANY

SPRINGFIELD, OHIO, Oct. 16, 1913.

Editor of PRINTERS' INK:

I am enclosing copy of letter just received to-day. I am wondering if anybody can enlighten me just what it is all about. I have spent some time perusing it, but can't get anything out of it.

And then some people wonder why their advertising does not pay.

F. B. HUTCHINSON,  
Advertising Manager.

THE ATLAS RUBBER & BELTING CO.

#### A MIDSUMMER NIGHT'S DREAM

A broad veranda  
A broader sea  
A tall glass and the tinkle of ice  
A short reverie  
A long bill  
Dead broke but happy

#### THE REAL THING

A rubber shop  
Deep thinking  
The working habit  
A fine product  
Big sales  
Success  
Tired but happy, too.

#### "AT LAST" SHEET PACKING IS IT

A composition of asbestos and rubber. It won't burn out; 550 degrees of heat won't even cook it. It won't blow out; 200 pounds' working pressure won't dislodge it. The small sample enclosed ought to incite curiosity. We'll send you a yard or more on trial, and if it is not the best and cheapest you have ever used, we will refund your money.

Over five hundred of the largest power plants throughout the country are using it, which speaks for itself.

A trial will convince you.

Yours very truly,

THE ATLAS RUBBER & BELTING CO.

L. J. Griffith has given up his work in connection with the E. P. Remington Agency in Buffalo. Carl J. Balliett is now handling the contracts.

## "Stunts" in Display That Waste Money

A Review of Recent Copy That Illustrates How the Abnormal May Attract Attention, but Is Weak in Sales Force Because Tried-Out Principles Are Ignored

By Gilbert P. Farrar

**A**FTER delivering a lecture on "The Preparation of an Ad," the speaker was approached by a business man who had listened intently.

"I don't think much of that talk," said Mr. B. M.

"Why?" inquired the speaker, who had informed the audience at the beginning that the lecture was the work of many men who had given the best thoughts and experiences of their lives to the preparation of this lecture.

"Well," continued Mr. B. M., "it's too much theory. If everybody were to follow the ideas in that lecture all ads would be alike. What I want is some new 'stunt,' some new idea, something entirely different from anything ever produced."

"But," replied the speaker, "if you should get a 'stunt' of any kind it must conform to certain tried and true principles or it will be of little value as a sales producer."

This, however, did not satisfy the business man. And he is like quite a few other practical business men in regard to his views of what is good advertising.



FIG. 1—THIS STYLE WAS NEW 20 YEARS AGO

The average business man is ready to leave his law to his lawyer and his medicine to his doctor, but his advertising—Oh, well! he can do that himself.

He generally has an engraver or a printer get up something different (or it would be better to say *indifferent* to the laws of advertising and phraseology).

When the "stunt" is ready to print, said business man usually gets an opinion from the book-keeper, the stenographer, the janitor or the office boy, perhaps all of these "judges."

## Perfect Feet

Dr. A. Reed Cushion  
San Diego

**Free From  
Corns and  
Bunions**

YOUR feet will have more comfort—more ease, more freedom in Dr. A. Reed Cushion shoes than any shoes you can wear.

Corns and Bunions are unknown to those who wear these famous shoes. They are made to prevent and do away with all foot troubles. Inside of a month you'll see the wonderful change.

The reason is simply this. In the Dr. A. Reed Cushion shoe your foot sinks into a soft, cushioned insole—the pressure of the upper is released—and there is no friction or pressure.

As all the very thing that causes corns and bunions has been removed.

And all at one sitting, the relief is complete. For when your foot sinks into the cushion shoe your corns are rubbed away and your feet are free.

Try them for a week of these shoes and learn the reason for all this.

Head in all the latest styles and make of the very best material—very low and very comfortable. They are made to fit your foot and your foot is made to fit the shoe.

Dr. A. Reed Cushion shoes are made in the U. S. A. and are sold everywhere. Write for a list of dealers.

THE J. P. SMITH SHOE CO.  
CHICAGO, ILL.



FIG. 2—NOT A CORN-CURE AD

Even after the ad is published some of his friends (business men, at his club, or friends of the family) will compliment him on the clever (?) ad.

So, why have an advertising man get up ads? Advertising men don't know anything about Mr. B. M.'s goods. But as a matter of fact, the "stunt" produced by the said B. M. and his engraver or printer often has to be stretched a long distance to be on speaking terms with his goods.

The ads referred to here are reproduced to show how money is often wasted on a "stunt" which does not present a clear and forceful idea.

Twenty years ago twisted rules and curved borders were all the



# HARPER'S BAZAR

## Another Increase in Circulation Guarantee

THIS announces a further increase in Harper's Bazar's circulation guarantee—from 60,000 to 65,000 (plus). For the reason, look to the magazine itself,—its higher tone, its finer calibre, its more attractive presentment, its right-hand-of-fellowship to women who must know who's who and what's what. The Bazar is doing its own talking, winning favor on its merits, and is bound to grow to the *limit* of quality circulation. The women of the first families have decreed it,—they have adopted the Bazar as their very own, because they *need* it. They like it, buy it, read it, and pass it to their friends. Faint-hearts and putters-off will do well to examine the November Number.

*For the present, rate remains the same, \$500 per page. Forms close first of preceding month.*

## HARPER'S BAZAR

*E. M. ALEXANDER, Advertising Manager*

119 West Fortieth Street ————— New York City

*Western Office: 437 Marquette Building, Chicago*

rage. A compositor's skill was measured by the number of curves and angles he could get into a given space or on a certain job.

To-day, however, we know that this style is not only expensive and poor taste, but it is also hard to comprehend in print.

—Don't Live in a Sponge—



**Make Your House Waterproof**  
Disfigured walls of stucco, concrete or brick beautified and waterproofed by

**TRUS-CON  
STONETEX**

APPLIED WITH A BRUSH

A liquid cement coating which becomes an inseparable part of the wall, sealing all pores and filling hair-cracks. Hard as flint. Damp proof, weather-resisting. Gives uniform, artistic color.

FREE—Color Card showing variety of tones with valuable suggestions. Write for it.

If troubled by damp basements, walls or interiors, ask for free expert advice.

**The TRUS-CON LABORATORIES**  
136 Trus-Con Bldg., Detroit, Mich.

Waterproofing, Damp proofing, Technical Finishes

FIG. 3—A FINE LITTLE IDEA AFTER YOU DISCOVER IT

Probably the builder of the "White House" ad (Fig. 1) thought this was a new idea, whereas it was tried and found wanting years ago. The scrolls on this ad, the hand-lettering and the halftone background all detract from the main features of the ad—the cuts of the goods. With plain cuts of the goods and some good copy set in plain type, this ad would be far superior and *vastly cheaper* to produce.

Fig. 2 is a strong display, but the average reader seldom associates a naked foot with the thought of buying shoes. Why? Because the corn-cure advertisers have used the naked foot so much in the past that a naked foot in

**OCEAN GATE N.J. THE SHORE RESORT UNIQUE**

NATURE CREATED IT.  
PICTURESCAPESLY BEAUTIFUL.  
MAN DEVELOPED IT  
A SHORE RESORT  
OF DISTINCTION.

**"Ocean Gate"**  
Swept by Breezes of  
**Ocean, Bay and River**

CLEAN SANDY BEACH, DELIGHTFUL BATHING,  
SAILING, YACHTING, PIERING YACHT CLUB,  
PIKE GROVES, WATER MAINS, STATION ON  
GROUND, POST OFFICE, PUBLIC TELEPHONE  
AND OTHER ADVANTAGES.

CHOICE SITES **\$100** AND HIGHER  
EASY TERMS

Write, Call on FORD, FOX, TUNNEY AND VINEY  
Great Eastern Building Corporation  
30 VESPEY DRIVE ST. LOUIS 10-1311 GUELLEY

**\*SWEEP BY BREEZES OF OCEAN BAY & RIVER\***

FIG. 4—BETTER DISPLAYS THAN THIS POSSIBLE FOR LESS MONEY

an ad is almost synonymous with corns and how to cure them.

Again, when such a heading as shown in Fig. 2 is used, the thought of corns is even stronger than usual.

Yes, Fig. 2 is a strong display and "something different," but it does not carry the proper thought.

Some advertisers become dissatisfied with their advertising men because they do not carry out the advertisers' ideas. At the same time these same advertisers will limit the advertising men to such small space that the ideas cannot be well presented. For in-

**WE WANT TO SELL**

**COFFEE TO YOU**

We do a large Coffee business because we select only the best and sell at wholesale prices

**WE WANT YOU TO BUY** **BECAUSE** **YOU WILL SEE THAT OUR COFFEES ARE BEST**

**Van Dyk Specials This Week:**

<b>Duchess Coffee</b> The Best, Our 5lb. grade	<b>30<sup>c</sup> lb.</b>	<b>Ric-co-po Blend</b> Our regular 2 1/2 lb. grade	<b>25<sup>c</sup> lb.</b>
<b>Ampester Blend</b> Our regular 5lb. grade	<b>28<sup>c</sup> lb.</b>	<b>After Dinner Blend</b> Our regular 5lb. grade	<b>23<sup>c</sup> lb.</b>
<b>Quali-Tea</b> The Best, All Kinds. <b>35c lb., 3 lbs. \$1.00</b>			

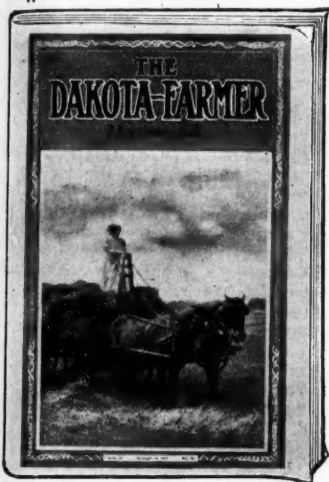
The above prices are good at all selling agencies.

FIG. 5—OUT OF THE KINDERGARTEN

# To Cover the Dakotas You Must Use

## THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest



EDITED, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, The Dakota Farmer has the strongest kind of hold upon its subscribers, for it has taken the initiative in every new movement for the betterment of agricultural conditions on farm and in farm household. It reaches more *farm buyers of advertised goods* than any other publication in its territory. It reaches the farmers who are in a position, financially, to buy whatever they set their hearts on.

Every advertiser desirous of reaching these prosperous farmers of the great American Northwest can make its

### 60,000 Circulation

A Powerful Force in the Development of Northwest Trade.

Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising value for the farmers' trade in the Northwest

### The Dakota Farmer, Aberdeen, S. D.

Established 1881

The Phelps Publishing Company, *Representatives*

1200 Peoples Gas Bldg. Chicago, Ill.	802 Oneida Bldg. Minneapolis, Minn.	315 Fourth Ave. New York	Candler Bldg. Atlanta, Ga.	Myrick Bldg. Springfield, Mass.
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stance, the idea in Fig. 3 demands more space to be effective.

A sponge is a difficult thing to show, at best. But when we attempt to show a house and a heading on top of what is supposed to be a sponge, we obscure the heading and make a poor showing of something that might be called many things other than a sponge.

It would have been much better to show just the house with rain descending on it and use the heading "Make Your House Waterproof," omitting the sponge and the heading "Don't Live in a Sponge."

Countless methods are tried in an endeavor to dominate the newspaper page with small space.

Trained advertising men have studied the problem and are familiar with many dominating plans and layouts. This is one of the things that an advertiser should pay an ad man for.

There are many layouts more effective and novel than Fig. 4 that could be produced at a great deal less cost also. The "Ocean Gate" ad is "different," it has an expensive hand-lettered border and that nice, distinguished-looking Old English type is used, but in the finished product we have a much weaker ad than any good



FIG. 6—SUPPOSED TO BE A DE LUXE STYLE

compositor could make with plain type and rules. Certainly this ad is not the work of an ad man.

Fig. 5 is the work of a novice. And novices have a tendency to illustrate some phrase of the copy or illustrate some phrase and stretch it to make it a part of the copy.

We understand that this adver-

tiser does a big coffee and tea business. But he is helping the optician more than he is his business with an ad like Fig. 5.

In closing an article of this kind nothing would be more fitting than to mention some of the "stunts" put out by the cigarette makers.

We are all familiar with some

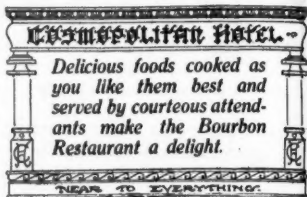


FIG. 7—INJUDICIOUS USE OF ENGRAVERS' OLD ENGLISH TYPE

of the insipid copy of this kind, but the "stunt" that is the most "stunty" of all is a series once used to exploit Egyptian Deities. One of the ads is shown as Fig. 6.

This may be art, and it may be new art, but it is hardly probable that *real* men would be influenced by such drawings of the idle population by foreign artists.

With few exceptions, all of the "stunts" put out to advertise cigarettes have been 75 per cent drawings or cartoons of some kind. Perhaps the reader recalls the Omar copy, the Zira copy, etc.

Yet in a recent magazine, Herbert Shivers says he has 25,000 regular mail-order customers for his cigars, and Mr. Shivers has only used the plain cut of a cigar shown in actual size.

Fig. 7 is a two and five-eighths-inch double-column ad taken from a New Orleans newspaper. The design easily admits of lengthening the ad to any space desired, but the rules that form the lengthening part of the columns seldom join.

Again we repeat that capital letters of the Engravers' Old English style for an entire line are hard to read and they *do not* lend an air of distinction when so used. Another point: In what town and on what street will you find the Cosmopolitan Hotel?



## They Advertise to Themselves



The subscribers of The Breeder's Gazette advertise heavily in that paper. They take thousands of lines monthly to advertise their goods—the best bred of the best breeds of all kinds of farm live stock.

The Breeder's Gazette subscribers show their confidence by advertising their goods as well as by buying the goods advertised by others.

It is this twofold confidence of its readers that puts The Breeder's Gazette at the top of the list in volume of advertising carried by farm publications.

Advertising in the Gazette pays them; they make it pay others.

"I can sell anything to subscribers of The Breeder's Gazette," as a successful advertising man said, is true just so long as he puts an article of merit before them in a sensible way.

Gazette subscribers are willing to buy. They are able to buy. They are progressive. They are advertisers. You can advertise to them with an advantage you don't enjoy elsewhere.

Let us send you sample copies of The Breeder's Gazette. A little study of this paper will show you that it deserved to head the list in each month's final issue of *Printers' Ink*. It stands there because its advertisements pay.

### The Breeder's Gazette

542 South Dearborn Street  
CHICAGO, ILLINOIS

GEORGE W. HERBERT  
Incorporated  
Advertising Building  
CHICAGO, ILL.



WALLACE C. RICHARDSON  
Incorporated  
41 Park Row  
NEW YORK CITY

# Chips and Chat

By G. H. E. Hawkins

Adv. Mgr., N. K. Fairbank Company, Chicago

**T**ELL the truth in your advertising copy and shame the printers' devil.

When it comes to spending money in advertising, the immature amateur is usually premature. Plan your work before you work your plan.

Did you ever have what you considered a brilliant idea and then find that someone had "beaten you to it"?

A man once asked me for a name for a charged water which he threatened to place on the market. I advised him to call it "Minnehaha" and then add the supplementary phrase "Laughing Water." It made a hit with him, but when he came to register the name, he found a little local bottler in Cincinnati who sold a few hundred cases a year had pre-empted the name.

Just another instance: An underwear manufacturer looking for a trade-marked name, thought he had made a ten-strike with "Wonderwear Underwear." When he came to look it up he found the name taken by a little manufacturer in New Hampshire.

Just think how those two names would lend themselves to advertising—and you have never before seen them in print, I'll wager!

It is sometimes quite as important to know what your ad is in as to know what is in your ad. Too many advertisers are "well done" in under-done mediums.

John W. Kern, Senator from Indiana, and former candidate for Vice-President on the Democratic ticket, was invited by a friend of mine to take part in a bill-posting contest in connection with the annual gambol of the Indiana Society. I have a copy of his reply, in which he tells this story. I believe it has never appeared in

print anywhere before this time.

"In the early days at Kokomo I had an intimate acquaintance with a bill-poster whom we will call John Jones. Mr. Jones scorned gin fizzes and Scotch high-balls, only because those seductive beverages had not yet been invented. He carefully invested the profits of his business in the red liquor, which was the only inspiring drink known to the pioneer fathers.

"On one occasion Mr. Jones was employed by Worley Leas, the miller, to post a thousand quarter-sheet bills, which in display type set forth the improved facilities of the mills and the superiority of the Leas' Flour.

"A day or two after Mr. Leas had paid Mr. Jones for the posting, he discovered that his bills had been posted, but everyone of them upside down. In his wrath he sought out Jones and found him in John O'Dowd's saloon in a state of high exhilaration resulting from a careful investment of the money Leas had paid him in the delightful fluid extracts to be had only at the O'Dowd emporium. The last of the money was at that moment being invested in that way.

"Mr. Leas reminded Mr. Jones that he had employed and paid him for the posting of a thousand bills, to which Jones responded that he had carried out his contract to the letter by posting every d—d bill in a conspicuous place. 'But,' said Leas, 'why did you post them all upside down?'

"Jones struck an attitude, and with that impressive solemnity which was an incidental effect of O'Dowd's whiskey, said: 'Mr. Leas, I am an up-to-date bill-poster. I am all the time studying as to the best way of getting the attention of the public. Now here is the idea. Mr. Leas; when you post a bill right-end up, a man will look at it as he passes, and won't recollect a word that's on it, but when you hix a bill so

that a man has to stand on his head to read it, he will never forget what he reads. The trouble with you Nabobs is that you don't appreciate good work when you get it."

Owosso, a little town in Michigan, is quite a railroad center. Years ago, whenever a train stopped there, an old man with a nose for nickels and a well-developed advertising sense walked through the train and gave this spiel:

"Popcorn! Popcorn! Nickel a sack.

If it's not good, I'll take it back."

And, believe me, he did some business!

The brass-band style of advertising is not hard to beat. Parade your facts, rather than the uniforms.

They tell a story about Charles Netcher, who established the Boston Department Store in Chicago, now so efficiently conducted by his widow. Netcher would buy

anything in any quantity if he thought the price low enough. Once he bought a job lot of ladies' gloves, all for the same hand, at a veritable song. He sold them, too, in pairs, but both gloves for the same hand. When asked why people bought them, he said: "Women couldn't resist the price. They wore one and carried the other in the hand, knowing that the innocent deception wouldn't be recognized."

### California Grocers for Price Maintenance

Retail grocers of California who recently concluded their convention at Santa Rosa passed two resolutions of interest to manufacturers. The first called upon manufacturers to set and maintain a uniform retail selling price on their goods and the second endorsed the objects of the American Fair Trade League and extended the grocers' hearty co-operation to the league.

### Lobdell Leaves Kayser

The resignation is announced of Charles M. Lobdell as advertising manager of Julius Kayser & Co. Mr. Lobdell has been identified for nine years with the advertising of Kayser Gloves.

## Poster Advertising Is A Gilt Edged Investment In Chicago

The Gateway Between the East and West

**AMERICAN POSTING SERVICE**

B. W. ROBBINS, President

757 West Jackson Boulevard

Chicago, Ill.



## National Life Insurance Campaign Proposed

Substance of a Recent Communication of the Education and Conservation Committee of the National Association of Life Underwriters—Textbook Suggested—Would Fight Taxing of Policies

**A**T a meeting of the Pittsburgh Life Underwriters' Association held on October 7 at Pittsburgh, Warren M. Horner, chairman of the committee on education and conservation of the National Association of Life Underwriters, submitted a plan for a national campaign of advertising in the interest of life insurance.

It is proposed to make a special effort to have schools, colleges and other educational institutions offer courses in life insurance, a textbook on life insurance is suggested, and it is advised that advertisements be published nationally instructing the public in the importance of life insurance, and in the proper ways to receive the greatest benefit from it.

The fifth section of the committee's recommendations is as follows:

The committee further recommend the early publication of four or six of the institutional advertisements, one of which is to be upon the subject of taxation at as early a date as is in keeping with due business procedure. This recommendation is made with great earnestness on the part of your committee because it believes that such action will properly visualize the efficacy of this whole proposition of the practical value to the people and the business of life insurance of publishing these human-interest articles. Arrangements have been made to have these articles prepared without cost to this association unless they are finally made acceptable to the association. The committee is strongly imbued with the fact that the companies who have not been in favor of this proposition and the agents who do not understand it will by the publication of these additional articles have photographed upon their mind exactly what the education and conservation movement through the institutional advertisements intends and will accomplish.

This plan is to be submitted to the various local associations of life insurance agents throughout the country, and will be put into

effect if generally approved and sufficient funds are provided to finance it.

Two subjects are deemed of special importance and are to receive the earliest possible attention in the advertisements. These are the taxation of life insurance and the lapsation of policies. In putting before the public the facts in regard to the taxation of life insurance it is hoped to prove that such taxation is a great public injustice, thereby preventing further legislative activity along this line, and also causing reductions in the present taxes. The practice of allowing policies to lapse is considered a serious economic evil, and it is believed that proper publicity will tend to keep a great number of policies alive that would otherwise be allowed to lapse.

Mr. Horner, in speaking of the committee's recommendations, said, "The best way to look after the people's interest is to inform them of the facts by publishing advertisements broadcast. If life insurance is to stand the test of time it must get aboard the band wagon."

The recommendations were approved by the Pittsburgh association, but no further action has so far been taken.

## Miller Succeeds Goodwin

The vacancy made by the resignation of Harry Goodwin, advertising manager for the Kirstein Sons Company, of Rochester, N. Y., has been filled by G. H. Miller, of Columbus, Ohio. Mr. Miller was formerly with the Swash Motor Washer Company and was also secretary of the Columbus Ad. Class. He assumed his duties with the Kirstein people October 23. Mr. Goodwin has started a special advertising service for optometrists.

## Percy Leaves Stein-Bloch for "Clothcraft"

Charles E. Percy, of the advertising department of the Stein-Bloch Company, Rochester, N. Y., has resigned to take charge of the advertising and sales department of the Joseph & Feiss Company, which makes Clothcraft Clothes, Cleveland, O. Charles Oswald, the former advertising manager for Joseph & Feiss, has resigned and will start an independent advertising and service agency.

## Every Shot a Bull's Eye

There is no missing of the mark in advertising through THE IRON AGE.

Every shot tells.

Its readers are factors in deciding whose product shall be supplied to the 12,000 leading firms in the steel, iron, foundry, and metal working trades.

If you would like to know the possibilities of selling your own product more easily or in greater quantity through the aid of advertising, we urge you to write for THE IRON AGE proposition. No obligation is created by asking for the facts.

**THE  
IRON  
AGE**

On a recent proposition advertised in THE IRON AGE, 88 replies were produced, classified as follows:

Presidents .....	6
Assistants to Presidents .....	2
Chairman of the Board .....	1
Vice-Presidents .....	7
Treasurers .....	5
Secretaries .....	5
Managers, Works Managers and General Managers .....	18
Asst. to General Manager .....	1
Engineers .....	13
Superintendents .....	9
Supt. Motive Power .....	2
General Shop Inspector .....	1
Purchasing Agents .....	7
Proprietors .....	2
Firm's Signature Only .....	9

**The IRON AGE** - Box 125, New York  
Send us the details of your proposition.

# Anti-"guesswork"

**A**N outstanding fact that you can pick county, city or even your sales need help goes and exactly what charge up advertising territories, and you can you are backing them

WRITE FOR ESTIMATES

Use For

POSTER ADVERTISING

OFFICIAL

Geo. Enos Throop, Inc.....12th Floor Tribune Bldg., Chicago, Ill.  
Henry P. Wall.....101 Tremont St., Boston, Mass., and 5th Ave. Bldg., New York City  
Associated Billposters Protective Co.....147 4th Ave., New York City

ork"

ing fact about Poster Advertising is  
 an pick your circulation in the state,  
 even in the neighborhood where  
 help. You know where your money  
 ly what you get for it. You can  
 erting expenditure accurately by  
 you can prove to your trade that  
 r them up by *local* effort.

ATS IN ANY TERRITORY

Posters

G ASSOCIATION, 1620 STEGER BLDG.  
 CHICAGO, ILL.

IAL SOLICITORS

go, Ill.	A. M. Briggs Co.....	816 Hippodrome Bldg., Cleveland, O.
rk City	Ivan B. Nordhem Co.....	Bessemer Bldg. Pittsburgh, Pa.
rk City	Poster Selling Co.....	1015 Fullerton Bldg., St. Louis, Mo.

# Straight Talks to Advertisers

by  
*A.C. Pearson*  
MANAGER  
Dry Goods Economist

## No. 6 of a Series

### Facts and Figures

**N**OBODY is ever asked to buy space in the Economist blindly.

Facts and Figures are ready for the interested advertiser. Subscription lists can be seen at this office or we'll send a representative to show you the list.

Here are some figures which should interest any advertiser now using or contemplating the use of business papers in the dry goods and department store field.

There are 2402 towns of over 2500 population in the United States.

The Economist has subscribers in 2769 towns.

There are 7713 dry goods stores rated at \$10,000 up, and according to Dun's 1589 department stores—a total of 9302 stores.

The average circulation of the Economist per week is 12,228 copies.

No matter what town or city in the United States you are in, it is safe to say that the leading dry goods and department stores are enthusiastic subscribers to the Economist. Stop in and ask some of the buyers or the proprietor what they think of it.

You'll get plenty of first hand evidence that the Economist is the recognized authority in its field.

And that means that the Economist advertising pages are read by the leaders.

We're always glad to furnish facts and figures about circulation. And we have some campaign ideas which might interest you.

### Dry Goods Economist

231 West 39th Street

NEW YORK

*In Its 67th Year*

The national authority on matters concerning dry goods and department stores. Issued weekly. Average circulation past year, 12,228 copies per week.

Forms close Wednesday.  
Type page 9x13.

## Shaffer Buys Three Denver Dailies Progress in Poster Advertising

The *Rocky Mountain News*, for the last twenty years owned and published by former United States Senator Thos. M. Patterson, has been sold to John C. Shaffer, owner of the *Chicago Evening Post*, *Louisville Herald*, *Indianapolis Star*, *Terre Haute, Ind., Star* and *Muncie, Ind., Star*. The sale was announced, Oct. 21, by Mr. Patterson. Mr. Shaffer also has purchased the *Denver Times*, the consideration for the two papers being \$750,000.

Active management of the two papers will be in charge of Henry D. Carbery as general manager and Kent Shaffer, son of J. C. Shaffer, treasurer.

On October 25 it was announced that Mr. Shaffer had also purchased the *Denver Republican* and would merge the *Rocky Mountain News*, the *Times* and the *Republican* into one paper, to be called *The Rocky Mountain News*.

## Olus People Planning "Six Figure" Campaign

The Girard Company, of New York, which has been featuring the "Olus" combined shirt and drawers in advertisements under the slogan "What Are Shirt-Tails Good for Anyway?" has placed a new product on the market. The innovation is the "Olus" line of pajamas. The main feature of the pajamas is that the shirt and trousers are all one piece.

In current trade papers the Girard Company is asking the question, "How Much Should We Spend for Advertising?" and then goes on to say to dealers: "We're going to use newspapers, magazines, street cars, posters, moving pictures and a lot of new, go-to-your-dealer ideas for the consumer, that we can't talk about yet. We have concluded that we can't work out the campaign we want you to have under six big figures and tie up the jobber, dealer and consumer on the right basis of big mutual profit and satisfaction."

## Scholz Leaves Pittsburgh Newspapers

Emil M. Scholz, general manager of both the *Pittsburgh Post* and *Sun* for the past two years, has resigned.

It is announced that T. Hart Given, owner of the newspapers, will take personal charge of the papers.

## Connor, Advertising Manager Apperson Brothers

J. W. Connor has been appointed advertising manager of the Apperson Brothers Automobile Company, Kokomo, Ind.

J. E. M. Raley, recently with the American Advertising Agency, has returned to the Barron G. Collier organization in Baltimore.

A discussion was held last week in Philadelphia by Fred. G. Nixon-Nirdlinger, Harry L. Carey, the Philadelphia Poster Company and the S. H. Robison Company at the Continental Hotel. The aim to make street posters and billboard signs more artistic and pleasing was the object of the meeting.

Among the speakers were John D. Mishler, president of the Pennsylvania State Association of Publicity Interests; W. S. Baetzell, Atlantic City; T. M. Dougherty, of the Nixon-Nirdlinger Company; Colver Gordon, Pittsburgh; F. G. Nixon-Nirdlinger, W. C. Wetherill, J. Woodruff, New York, and S. I. Stauffer, Philadelphia.

The general trend of the speeches indicated that the quality of posters is steadily improving all over the country. The main feature in improving the general type of street posters is that of the original artistic conception, according to several of the speakers, and that the proper use of color and questions of good taste are also dealt with. Examples of good and bad styles of street posters were exhibited on the walls of the room where the meeting was held.

## Editor Seeks to Enjoin Owners of Paper

Frederick B. Warren, for a year past editorial director of the *St. Louis Star*, filed suit in the Circuit Court, St. Louis, October 22, to restrain John C. Roberts, E. S. Lewis and others, who recently bought the paper and under the title of the *New St. Louis Star* made changes in its appearance and policy, from ousting him as editorial director. The case has not been set for hearing.

On Saturday, October 25, Mr. Roberts et al., principal owners of the *Star*, filed a general denial of Mr. Warren's allegations.

## "Kant Katch" Shoe Hook Introduced

What is said to be the first improvement in hooks for laced shoes which has been made in many years is being advertised in trade paper space by the Hughes Eyelet Company, of Taunton, Mass.

The new hooks under the trade-name "Kant Katch" have been given the slogan "They're a Step in Advance."

The current copy for "Kant Katch" is based on the argument that the new hooks will make shoes equipped with them better sellers.

## Hanson Brothers Buy Florida Paper

C. B. Hanson, formerly general manager of the *Mobile, Ala., Item*, and his brother, Victor Hanson, publisher of the *Birmingham, Ala., News*, have purchased the *Pensacola, Fla., News*.

## Cordage Company Starts Trade-Paper Campaign

The Plymouth Cordage Company, of North Plymouth, Mass., has outlined a trade-paper campaign the back-bone of which will be a series of sales talks.

The trade papers to be used include the *Hardware Dealers' Magazine*, the *National Hardware Bulletin* and *Hardware Age*.

When the company's dealer service department first sent out its messages to dealers they were in the form of bulletins issued as supplements to the house-organ *Plymouth Products*. The service has outgrown that stage now and the change to a campaign in trade papers is explained by the company as follows:

"Each talk will take up a different sales point or advertising feature relating to Plymouth rope and show its use and possibilities. This will be done partly through illustrations from actual photographs and it is to secure ample space for these pictures that we are running the talks in the leading trade papers rather than in this bulletin."

## Chauffeurs as Wealth Indicators

The extent to which automobiles have brought a new calling appears in the fact that there are approximately 65,000 chauffeurs in New York State. During the last eight months more than 130,000 automobiles have been registered in that State, a gain of 30,000 over the corresponding period in 1912. Receipts from registration and from chauffeurs' licenses reach a total of \$1,235,000, an amount equal to the aggregate receipts of 1910 and 1911. Turning to Pennsylvania, it appears that the number of licenses there has risen to 79,000, as against 25,200 issued in 1908. It is claimed that this makes that State rank fourth in the number of its automobile licenses, New York being first, California second, with over 80,000, and Ohio third, with 56,000.—*Springfield Republican*.

## A Secret of Altman's Success

It is written of Benjamin Altman, the New York dry-goods merchant who died last week, that his great power lay in his ability to judge merchandise.

"The explanation of all that Benjamin Altman has done may be found in the wonderful sense he had of values," says one writer. "This made it possible for him correctly to appraise not only merchandise carried in his own store, but in those of his competitors. This ability led many of his lieutenants to regard him almost as omniscient."

This ability enabled him to continue and build the business left to him by his father, for it was established in 1854. Such a talent is not common in merchandising. But it is reassuring, however, to know that high efficiency may come from rigid training.—*Dry Goods Reporter*, Oct. 18.

## Commerce Commission Against Sample Selling

Salesmen may be prohibited from selling samples which have been transported as baggage if the following ruling of the Interstate Commerce Commission which was recently made is rigidly enforced.

"When carriers' tariffs provide for checking of sample baggage and define sample baggage as that which is carried for display and not for distribution or sale, it is not lawful to distribute or sell articles contained in baggage so checked at any point to which it has been so transported. Such articles may lawfully be distributed or sold at any point to which they are shipped as mail, freight or express, and they may lawfully be so shipped from a point to which they have been checked as baggage for use as samples or for display."

In commenting on the ruling *The Jewelers' Circular-Weekly* says:

"When the question was first brought to the attention of the trade some time ago, efforts were at once made to straighten it out by the Jewelers' Protective Union and other associations in our industry. It seemed that the relief must come from the railroads, and to this end the committee representing the organizations of the jewelry trade, of which O. G. Fessenden, president of the Jewelers' Protective Union, is chairman, has been working steadily. It was hoped that the matter might be adjusted before the legality of the travelers' practice had come up for final adjudication, but the agitation which resulted from a mistaken notion that the I. C. C. had already ruled upon the subject, caused so many people to write asking what their rights were in the premises, that a formal ruling has evidently been deemed necessary."

## How Free "Shines" Brought Business

An up-State shoe dealer recently hit upon a novel plan to attract new customers. He advertised in his show windows, "I will give you a pair of \$4 shoes free." Inquirers were given cards having forty punch marks, one of which was to be punched every time ten cents was paid for a shine in the dealer's store. When forty shines were punched on the cards he presented the holders with pairs of new shoes. A noticeable increase in business resulted.—*New York Times*.

## Coombs with "Wool and Cotton Reporter"

Charles S. Coombs who has been for 17 years with the New Bedford, Conn., *Standard* is the latest addition to the re-organized advertising staff of the *American Wool and Cotton Reporter*, Boston.

The first annual convention of the National Jewelers Board of Trade will be held in New York, February 11, 12 and 13, 1914.



## Hotpoint "Shop Early" Campaign

During November, The Hotpoint Electric Heating Company, of Ontario, Cal., will concentrate on a "do-your-Christmas-shopping-early" advertising campaign.

In connection with magazine displays special circularizing is being done throughout the country with the view of inducing dealers to devote windows to displays of Hotpoint goods.

Among the "helps" which the Hotpoint people are offering are, holly-paper in convenient sizes for wrapping Hotpoint gift packages, Santa Claus stickers, lantern slides, booklets and folders.

One factor which will probably lend aid to the success of the campaign is that the Hotpoint people reduced their prices to jobbers on October first and will announce these changes to the public on November 1.

## The "Century's" "New Year's" Dinner

A "New Year's Dinner" was given by The Century Company on October 24, to about eighty of its officers and employees, men and women, at the Aldine Club, New York. It was called a "New Year's Dinner" because the year for the *Century* and *St. Nicholas Magazine* begins with the November number. The president, William W. Ellsworth, was toastmaster.

## Mitchell Made General Manager

Frank A. Mitchell, advertising manager of the Chicago Belting Company, Chicago, has been elected vice-president and general manager of the Ceresit Waterproofing Company, of the same city. The change was effective October 10.

John H. Clayton, formerly of the Jos. H. Rook Company, succeeds Mr. Mitchell.

The Ceresit account will be handled by the Shuman-Booth Company.

## Melville W. Mix Running for Mayor

Melville W. Mix, president of the Dodge Manufacturing Company, Mishawaka, Ind., is running for mayor of Mishawaka on the Democratic ticket. Twice before this Mr. Mix was a candidate for the mayoralty of Mishawaka and both times he won out.

## New Advertising Manager for Victor Typewriter

J. E. Goldstein has left the Baltimore office of the American Advertising Agency, to become advertising manager for the Victor Typewriter Company, New York City.



# Delaware Avenue

(BUFFALO)



Delaware Avenue is considered the most beautiful street in the world by people who know the motor-ways where pass the flower and the glory of civilization.

On Delaware Avenue, Nature covers the gay cavalcade with a canopy of green. And in season, as if in response to the edicts of fashion, she changes the canopy to red and brown and then to snowy white and crystal.

Whether you ride or walk, it is a blessed privilege to be on Delaware Avenue, the fashionable, yet democratic thoroughfare. The Touraine bears the proud distinction of being the only hotel on Delaware Avenue—an advantage which is always appreciated by its guests and patrons.

# Hotel Touraine

John McF. Howie President and Manager  
Delaware Avenue at Johnson Park Buffalo, N. Y.

## Experiences in Helping Salesmen to Produce

The Story of a Long Struggle to Get Salesmen to Allow Advertising to Help Them—Various Methods That Won Out—Portion of Address before Advertising Affiliation at Cleveland

By Jack W. Speare

Adv. Mgr., G. W. Todd & Co. (The Protectograph), Rochester, N. Y.

**I** WAS asked to give my views on the subject "How to Make the Salesmen Produce"—from the sales manager's standpoint. I do not know of any possible or conceivable way to *make* salesmen produce. But you can *help* the salesmen produce.

In our concern we have a real live-wire general sales manager who hires the salesmen, trains them, and runs the selling end in every respect.

It happens, however, under our plan of selling, that the advertising department directs the movements of the salesmen, and is responsible to an extent for getting results out of them—all of this without conflicting in any way with our official sales manager, as I will try to make clear.

It has been a long, uphill road, and the fact that I finally made the grade is due very largely to my own good fortune in picking out the right boss to work for when I signed up with G. W. Todd. Without his liberal and broad-minded support, I could never have made good on the job. Not every employer, I am afraid, has the breadth and backbone to back up a new employee the way he has backed me. I have always believed that three-fourths of an advertising man's success is in picking out the right man to work for. You can't make an advertising success with an employer who has a yellow streak in him.

Right at the start I met cold-blooded indifference; not only that, but actual antagonism from some of the oldest and most valued district managers in the company's organization. I am referring to men who were, and still

are, in charge of the largest territories, comprising several States; men who had been with the company from its beginning, who had made good by their own methods (or in spite of them) and were "set" in their ways. They naturally didn't like the idea of a youngster who knew nothing about the check-protector business telling them how to do it. They were men, too, whose opinions were respected by the firm, because they had helped to make the business a success; and because, also, of a certain fine sentiment between the Todds and their older employees.

Moreover, as G. W. Todd used to remark, "They were a hard set of colts to handle"—high-strung, temperamental as a troupe of opera stars—the kind of men who are required to sell something like the Protectograph to people who think they don't want it.

These salesmen hated order and system as a colt hates the halter.

One can therefore imagine what a tough condition I had to go against, in trying to win the confidence and support of these old-timers on the force and get them to co-operate by laying out a straight route and working it on a fixed schedule, instead of jumping around like the wind, and working when they pleased. I estimated at that time that our men spent more actual hours in traveling than they did in calling on customers.

### FORCED BY POLITE OPPOSITION

Some of the very best producers on the force politely welcomed the company's innovation of establishing an advertising department; but at the same time were strongly opposed to the plan of sending "educational" advertising *ahead* of them to the prospects they proposed to call upon. Mr. Todd and I had agreed that this was the most promising form of advertising, because the great stumbling-block to the check-protector salesman in those days was the fact that the average business man was not familiar with check-raising and did not understand the dangers of a raised check. Therefore, he would brusquely turn

down the salesman without a fair hearing, believing that the subject of protection did not interest him.

We agreed that if we could get our educational matter in the hands of the man who signed checks, showing him the dangers surrounding his own checks—and then reach him immediately with a skilful salesman to demonstrate our machine, while he was still under the influence of our advertising—we could cash in.

How our salesmen did kick when I first asked them where they wanted to work and to give me the names of the towns on their routes in advance!

"How the deuce do I know where I'll be working three weeks from now?" they objected. "If my hay-fever comes on again this year I'll go up into the extreme northern part of my territory, where the air is dry. And, on the other hand, if my wife's mother comes for a visit I'll hike as fast as I can for the most southeasterly corner, which is the farthest

I can get from home without leaving my own territory. So, you see, Mr. Advertising Manager, your plan of sending advertising in advance of *me* is impossible."

(I had asked salesmen to plan far ahead to give us a full three weeks in which to make up a list of prospective customers and shoot three pieces of circular matter in rapid-fire order, so that the last piece would strike home just as a salesman began to work a town.)

#### NATURE OF SALES ORGANIZATION

It might be well for me to explain, also, that our sales force is organized on the same basis as the National Cash Register, Burroughs Adding Machine, and other specialties sold direct. We employ picked men, trained in our way of selling, assigned to exclusive territory, and devoting their entire time to the sale of our product on a straight commission arrangement—the company, in return, guaranteeing them

## Smoot Advertising Co.

**Smoot's Sign System**

**WEST VIRGINIA**

Executive Offices

**PARKERSBURG, W. VA.**

**Two Hundred Dollars Monthly**

**In Illuminated Outdoor Display in the Principal Centers**

**WHEELING  
CHARLESTON  
FAIRMONT**

**PARKERSBURG  
HUNTINGTON  
CLARKSBURG**

**Will Take Care of West Virginia**

**Two Million Well-to-do People and the Fastest Growing State  
in the South and the Richest in the United  
States in Natural Resources**

the full commission on every sale in their territory, no matter how sold.

#### GOOD-WILL VALUE OF ADVERTISING

A State territory for the sale of our product to-day may easily represent a considerable property value to the district sales manager in charge of it,—due largely to our educational advertising, if you please. But at the time I went with the company, territorial value was not highly regarded by the salesmen. In fact, most of them claimed their territories were about "worked out." There was plenty of open territory. Any salesman who made good could quickly pick out a State somewhere and go to work.

All of this has a bearing on my problem of getting the salesmen to co-operate.

To illustrate the attitude of some of the best men: I have here a copy of a letter written to the house, just after I took the reins, by one of our strongest sales managers. This man's territory was suddenly changed at that time, and he fell heir to the State of Florida. It happened that we had just finished advertising a long route in Florida for the previous salesman, and his successor, who wrote this letter, took the State with the distinct understanding that he would work the advertised towns and report on them.

#### Here is the report:

Dear Firm:—I have just finished jumping over a hundred miles, taking my three salesmen with me at considerable expense to get away from those damned circulars you sent there. I don't want to work any towns that receive this advertising dope. I don't want my prospects to know anything about check raising or check protection when I call on them. If they do, they say: "Oh, I know all about it, and I don't care to consider it." So I have hard work getting their interest—twice as hard as if you had saved the money you spent for circulars and postage stamps. If you want to spend money in my territory just add it to my commission, and I'll get the business. Also, I have a letter from your Mr. J. W. Speare, asking me why I do not report on the names that were advertised in these towns. This is a little too much. Tell your Mr. Speare to consider *this* my report, and if he writes me any more of his follow-up letters about reports from my territory he will have

something coming to him the next time I visit the factory—which will probably be next month.

I am greatly surprised the company will employ a man who writes these annoying letters to us boys on the road who are keeping the smoke coming out of the factory chimney. It is hard enough to work the way we have to work to get orders, and putting up with the rotten hotels in this Godforsaken territory, and the greasy Southern cooking, without getting these annoying letters from some young squirt asking for reports, on good towns that we had to pass up entirely because of this advertising stuff spoiling our chances for favorable interviews. I think if you expect me to stay on your force you will do well to get rid of this Mr. Speare, or else send him out into the bushes to try and sell Protectographs for a living and find out how hard we have to work.

What about that for encouragement?

Lots of other men on the force, while not so vicious, were actively opposed to having us do the very thing that we knew would help them. But Mr. Todd gave his endorsement, and here and there I found a man who was willing to give the plan a trial. And you can rest assured that when I found a friend in that bunch I nursed him along with great care.

My problem was to show the salesmen something in the way of tangible results from the advertising. I find the salesman has a tendency to base his judgments on exceptions rather than on broad averages. He will remember one poor hotel on his route and forget a hundred good ones, one train that was late instead of a dozen that were on time. One piece of our advertising that he spied in a prospect's waste-basket "sticks in his crop" to the exclusion of the others that he saw tucked away in the pigeon-holes of roll-top desks for future reference. I used to think that the only advertising which made an impression on our salesmen was the advertising of our competitors. He would holler murder if a prospect showed him a circular received from some other concern in our line. He forgot the impression that *our* advertising must have made on the competing salesman.

And so, finally, my one best bet proved to be the return post-card because it was real and the sales-

# The Primary Object of *To day's* *Magazine for the Home*

"The Necessary Woman's Magazine"

is not to amuse and entertain but to assist in solving the daily problems of the average woman. Problems of the household, its care, provisioning and furnishing, problems of dress, problems of health and good looks, problems of infant and child rearing, etc., etc.

Thus TODAY'S readers are in the frame of mind and their thoughts are in the channel to make the information about advertised goods particularly welcome and appropriate.

A glance through any number of TODAY'S will convince you this magazine makes no appeal whatever to any but thoughtful, serious minded, substantial home makers, everywhere—in small towns and large.

The monthly circulation of TODAY'S is never less than

## 800,000

and these paid-in-advance subscribers have been secured by circulation methods which have as their beginning and their end the merit of the magazine itself.

The fullest investigation of all our claims is earnestly solicited.

### TODAY'S MAGAZINE

461 Fourth Avenue, New York City

Will C. Isor  
Advertising Manager

G. T. HILL, Jr.  
General Manager

Western Managers: R. G. Howse and F. C. Little—People's Gas Building, Chicago

## Zellner-Frank, Inc.

1123 Broadway, New York

### Service Exclusively

- serving clients in the capacity of advertising directors—
- planning and directing advertising expenditure—
- designing and writing copy—
- receiving remuneration from the advertiser and *not* from publications—
- offering a service that is based upon actual, active experience in both merchandising and advertising—
- an agency that is a sign of the times—indicating the trend of advertising effort toward more intensive procedure—
- an edifying booklet on request. Write for it!

#### THE AMERICAN JOURNAL

—OF—

### CLINICAL MEDICINE

Member of the



Clinical Medicine is best known  
by the

### RESULTS

which it gives to its advertisers

**S. DeWITT CLOUGH**  
Advertising Manager  
RAVENSWOOD, CHICAGO.  
Phone. Edgewater 748

man could see it and feel it. In every piece of advertising I enclosed an inquiry-getter, and things really began to come our way when I hit upon the idea of a book on check raising by a famous detective, used as a bait to pull the inquiry. (Nowadays, in order to be up with the times, we use a book by Burns; but in those days Burns was not a household word.)

From less than one per cent of inquiries, our returns climbed, under the detective stimulus, to six and seven per cent. So that, when we sent advertising to a list of 100 people in a town I could get six or seven inquiries to shoot at the salesman—and this was the trick that won the day. We spared no pains to get these inquiries right into the salesman's hands before he started working the town—the original inquiries, mind you, not a blank form saying, "We have to-day an inquiry from so and so." Each day's inquiries had to be answered, and the inquiries mailed to the salesman the same day. No chances could be taken on having an inquiry reach the salesman after he had *left* the town.

The inquiry in the hands of the salesman was something tangible, showing him that the advertising had really produced something substantial. It gave him a certain sense of importance to know that someone had sent him an invitation to call—and I worked the inquiry idea for all it was worth. We kept a careful record of the inquiries, giving each one a serial number for identification. This record showed the number of inquiries sent to each salesman each month, and the percentage he returned as sold. The salesmen were followed persistently on their inquiries, until reports were received on every one. They hated to send any inquiry back without marking "Sold" upon it. That's where the salesman's professional pride comes in—and it's the strongest leverage I know of by which to get him to do what you want him to do.

Soon it developed that we were getting one sale for every three

inquiries. Then it climbed to one in two; and by careful follow-up we finally boosted the percentage to seven sales for each ten inquiries sent to salesmen. I could never have won that bunch of salesmen except for the inquiries. Remember that we were sending the original inquiry itself to the salesman, so he could see the actual signature of the inquirer. This is most important. The inquiry bears a man's signature. It is alive with his personality. It is like a letter of introduction to him. It gives the salesman a passport to reach the presence of the right individual carrying with it a certain claim upon his attention.

Now, I found that while we were turning seven inquiries out of 10 into direct orders, the percentage of orders in the general run of prospects, who did not inquire, was at that time only one in ten. Thus we calculated that six-sevenths of all our sales to inquiries were clear "velvet" which we would not have made without the inquiries.

What was the reason we sold the inquiries seven times faster than ordinary advertised prospects? It was not only that the inquirer's interest had been aroused, as indicated by the act of sending the inquiry, but because the salesman gave special attention to those inquiries. He knew the company would be after him for reports, and his personal pride would not permit him to return any inquiry unsold if he could possibly get the order. So he kept calling back and calling back, until he finally secured a favorable interview.

Gradually the old-timers swung into line with our advertising. Some of those who had fought it hardest were the ones who liked it best when they gave it a fair trial. I'll never forget the thrill of pleasure when one day a letter came from one of our best men calling me down because we were a week late in getting his route advertised. "Well, anyway," he said, "I'll stay home this week and fix up my garden, until you have me advertised, as I don't care to work without advertising any more."

## Good Papers Grow Growing Papers Pay

Better Farming has  
received

# 139,430

new and renewal subscriptions in the past ten months.

This is not bulk circulation, but a steady receipt month after month, as per detail below:

1913.	Subs.
Jan. ....	10516
Feb. ....	8925
Mch. ....	8556
Apr. ....	16326
May ....	10409
June ....	10383
July ....	13306
Aug. ....	19375
Sept. ....	22530
Oct. ....	19104

Fully sixty per cent of these subscriptions are for a three or five year period.

These facts demonstrate that the publication is subscribed for because the farmers want it.

## Better Farming

Duane W. Gaylord, Adv. Mgr

### Chicago

Harry B. Raymond, Eastern Rep.  
225 Fifth Avenue, New York



For a time our city territories had been shamefully neglected, because it was hard to get good men to stay in a big city and pound away day after day in office buildings and large establishments, where they have to run a gauntlet of underlings to get to the man who signs the checks. Country work was much easier. Business men in the smaller towns have more time and inclination to listen to salesmen. They are not so super-sophisticated as the city man, being easier to approach and to interest.

The city salesmen would usually spend half the morning hanging around the branch office, hoping a tip would come in over the 'phone. Then, failing a tip, they would wander down the street, rubbering into windows and wondering where they could find a good prospect to start the day's work. In this way our city men wasted at least three-fourths of their time in "stalling," and three-fourths of the balance waiting outside a railing to see the man with buying authority. City territory was a lemon.

Well, we solved it by adopting the loose-leaf plan of making prospect lists for the salesman. Each name was written in duplicate, on a thin slip for the salesman, and a card for the office file. A leather binder was furnished each salesman, in which to keep his slips for handy reference. The slips were sorted out by streets, arranged in numerical order by street numbers, so that a salesman could pick out a bunch of slips that were all on the same street, within a space of one or two blocks—saving shoe leather. Then the district manager would have the slips advertised, and on Monday morning each salesman would receive about 40 slips, enough for a week's work, all freshly advertised, so that each of the 40 concerns had just received the last piece of advertising when the salesman started to work.

Thus, at one stroke, we systematized the city man's work, removed the excuse for hanging around the branch office, and put him on a daily report basis with-

out his knowing it. The slips had blank spaces for all information we required as to "individual to see," "date for call back," etc. The salesman was required to fill in these blanks and return the slips, showing that he had made the calls. The salesman knew he had to turn in reports on all of them before the end of the week. The consequence was that he started with the first slip in the bunch, went from one to another in order—and before he knew it his sales were double and treble what they had been before.

That was the biggest factor in building up the sales organization that we have to-day. One man's success attracted another—until it was like a snowball rolling downhill and growing as it rolls. To-day we have one of the best specialty selling organizations in the world. Our men make money, and are full of enthusiasm.

Of course, when the loose-leaf plan proved out in the city we immediately extended it to the country, and to-day our district sales-managers know how many calls each of their salesmen have to make each week, and just what percentage of prospects they are turning into sales. Each salesman has a quota, which he is expected to make, and all are proud when they manage to show an unusually good percentage of advertised prospects sold.

Last summer we held a convention of our selling force in Rochester. There were nearly 400 salesmen in attendance. There was a lot of enthusiasm and good-fellowship, compliments were passed back and forth, and in the general exuberance of the occasion the salesmen slipped me a little token which more than repays me for every worry and heart-ache that I experienced during the time I was trying to make them see the advertising idea from my standpoint. The inscription in the watch is the most cherished thing I possess, for it says, "Presented by the Sales Force to Our Advertising Manager, in token of his untiring efforts to help the boys on the firing line."

# CO-OPERATION COMPETENCY ORGANIZATION

## EXPERIENCE AND UNUSUAL SERVICE

have built our business to its present proportions. Have you any printing problems in mind? Call or phone 4090 Chelsea, or we will send a representative.

¶ We insert here a few quotations from "A Feather in Our Cap." While you think of it send for a copy NOW.

"I cannot give you any stronger commendation than to say that for the brief period of a few months we were wooed away by the attractiveness of another printer's price, but we soon found the error of our ways and we are glad to get back with the printer upon whom we know we can depend at all times."

"There may be several concerns in the front rank besides The Charles Francis Press, but I do not recall their names at the moment."

"We doubt if there is another printing establishment in New York City that could render as satisfactory service."

"I should certainly feel that you had not been well paid for this work, if I had not sent you this acknowledgment because good printing requires something more than money by way of compensation."

"Everything that you have done for us has been very satisfactory, and we feel sure that anyone who needs anything in your line can count on getting an attractive and satisfactory job."

"Only the best work fills our requirements, and in this connection I am pleased to tell you that what you have already done for us has been most satisfactory."

## CHARLES FRANCIS PRESS SERVICE

FRANCIS PRESS BUILDING  
WEST 13th STREET, NEW YORK

# Neglected Markets of the United States—II

By John Chapman

**I**MAGINE a country with the natural resources of Haiti, the keen sense of taste of Paris, the up-to-dateness of New York, then roll into one—and there's Hawaii!

Of all the mysteries the greatest is the neglect of a market which on its face is a marvelous outlet. If it were parallel to the handsome girl who never marries because all men are afraid to woo, it would be understandable. If it were an impossible goal, like the governorship of California for a Japanese, that would explain it, but why some of the shrewdest judges of where to sell goods pass it by puts me in the embarrassing position of backing my opinion against theirs. In one way I've got all the best of it, for they can't prove that I didn't make the sales recorded in my order-books.

I will confess to a half-truth in replying to competing salesmen's questions when I have said, "Of course, if you are going through to the Far East it pays to get off the boat at Honolulu and look around the day she's in port." Perhaps I have been forgetful in not mentioning that on my return trip I treat myself to a two-weeks' lay-over, and that on lines where the star big-city U. S. A. men are proud of a \$200,000 yearly total, my two stops average to result around the \$50,000 mark.

And it isn't a market limited to any one line or allied group. Any nationally advertised product, whether it is a floor wax or a concrete-mixer, has a real field, and the firm that makes a line too good for any other market will fit in just right in Hawaii.

Just as an example in cost, the wardrobe of a Honolulu or Hilo business man would make a Fifth Avenue celebrity wince. Not in hues of the rainbow, but from the crown of a two-hundred dollar Ecuador panama to the soles of

twenty-dollar shoes made in New England on moulded lasts.

They don't boast about their clothes or the equipment of their houses, they just want the best and buy it for themselves, not for their neighbors or competitors.

## A SIGNIFICANT EXPERIENCE

I was talking with a wholesale hardware man from Hilo last June, and he told me that he'd have an order for my line of vacuum cleaners next trip. This naturally pleased me, as I'd kept off the topic on our last visit because he had an exclusive agency for another standard make. That kind of an arrangement always makes me let the other fellow lose the business before I try to get it.

I was curious to know the why of the change, but it was up to him to tell it or not as he chose—and he chose.

"I've been over the Reindeer (or was it Caribou) people's line," he said, "and while they've got a nice little plant, everything from their door-mats to their roofing is of second grade or unknown make. I just couldn't make myself believe that with such equipment they could turn out the very best, so I went out to see your people, and when every trademark from filing cabinets to milling machines sounded like the back of a magazine, I made up my mind that next trip we'd take one chance that the best equipment will make a better cleaner." That's Hawaii all over.

I like to walk into a store where all the clerks are using ten-cent pencils or five-dollar fountain pens; it kind of makes you wonder how you can hide the lower-priced samples for Siam.

The one guess that I dare make for the neglect of Hawaii is that from the time you leave 'Frisco or Vancouver there is little at your south but marine scenery, and only fellow-passengers and

the crew as prospective customers, and on the return trip even from the north side of the boat the scenery and sales opportunities are much the same. This may make some sales managers reluctant to spare their Coast man—for there are the traveling expenses.

There's one great big lovable characteristic of Honolulu, and it's the same, only more so, of Hilo, which is that people are willing to try any good-looking thing once, just out of friendliness to the visitor. This doesn't hurt the established good line, for the new-comer must prove superior or be placed on the black list, but it does give a fair field and no favors to the firms which have the courage to make things right and then make the goods look the price.

#### NO PLACE FOR CHEAP GOODS

And this trait doesn't interfere with their loyalty to the goods which have "delivered"; it just tests their steel, for cheaper goods

in price or appearance will find no dumping-ground in such surroundings.

To prove this: a second-grade, second-priced line got the Hawaii hunch in '98 and despite all kinds of price and other inducements has yet to find an agent, and unknowingly gets farther away from any with each concession. One of the firms I represented learned of these endeavors and wanted me to shade our prices by certain economies of equipment and method of packing, if I thought it would keep the business. Even now those people credit me and not Hawaii for maintaining a fair price on their best lines, and once, when I chanced to be in this country when they had a sales convention, they wanted me to tell better salesmen than I ever will need to be, how to hold up prices against better quotations. If I had accepted, my speech would have been completed in seven words, "Sell goods where they won't buy cheaper"—and there's Hawaii again.

## Real Premium Service

Before you spend one dollar for premiums, your first duty is to investigate the PORTER PREMIUM SERVICE.

Test us for financial rating, square dealing, PROMPT SERVICE, high quality of merchandise—

Ask those whom we serve.

We prepare all literature—catalogs, etc. We furnish and deliver all merchandise; in fact, attend to all premium requirements.

THE PORTER PREMIUM SERVICE is complete. We assume full responsibility for the conduct of your premium department.

Your bank does your banking. Advertising agents handle your advertising.

THE PORTER PREMIUM SERVICE is to the manufacturer and distributor what the associated press is to the publisher—indispensable.

Our equipment is the largest in the country. We can take care of your premium requirements with a promptness that has gained us our reputation.

When may we discuss your premium problems?

### The John Newton Porter Co.

253 Broadway, New York City

It's nothing against Hawaiians to be human as well as loyal. They all have several well-defined ideas, and if you won't investigate and find that these are based on common sense, just imagine that they are delusions and humor them. It does not flatter the man with the two hundred-dollar hat for you to assume that he is the ruler of a tribe of savages; strangely, he prefers to be considered a citizen of a highly developed city, asking favors from no one. Likewise, while you may lay to savage love of colors his request for a blue circle on every case, it is well to take a chance that he will appreciate your carrying out his wishes. This is not guesswork, for the repeated omission of a requested green band cost one firm a twenty-thousand-dollar account.

It may be peculiar, but he resents your sending him the advertising matter you'd counted as lost when you changed the design of X B 746, so try him on something fresh from the press, and tell him that is your latest, and if so, your classiest bit of dealer help.

When you have something particularly designed to help your dealers get value out of your national advertising, send him the whole outfit. His customers read your ads and will couple his store with your displays in almost every magazine, from the one which preaches if you've got money, you've earned it, to that which admits if you've got it, you stole it, and further probably eloped with your competitor's wife.

There's no one that can help your sales as much in Hawaii as your advertising man, if he will accept as gospel that *his very best efforts* are just what will help your customer get the Peachtree and Beacon Street trade.

#### A PICTURE OF THE HAWAIIAN CONSUMER

I started by portraying Hawaii to the sales manager—here's a stab for the ad man. Picture your customer's customers as of Baltimore for fastidiousness, of Boston for correctness, of New

York for spending, of Chicago for willingness to pay well to find out—throw in an assortment of the types you want to sell in Denver and New Orleans, Palm Beach and Bar Harbor and there's the man you've got to sell.

#### WHAT "HELPS" DO

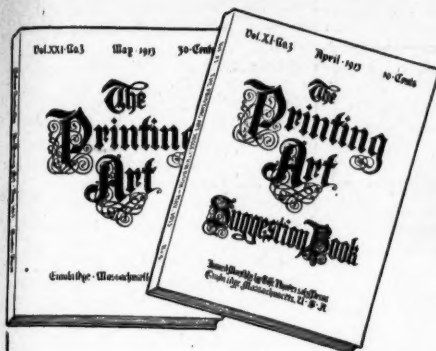
Last trip I carried along a line of high-priced watches, the ad matter of which to dealer, for dealer and in magazines, had been one reason for my wanting the account. The ad man of this line had the time of his life, he told me, as we played in the "attic" digging out some of the work he had put his best into, reluctantly discarding some varieties because of a change of model or out-of-date style of display, but finding a wonderful amount of material which had been side-tracked solely to hustle out later copy.

That "57 varieties" of signs, circulars and booklets was the real reason for the success of my first trip, and undoubtedly is now creating a bunch of re-orders for my next visit.

My suggestion for special Hawaiian advertising is to line it with your regular efforts, pointing out your very best and unveiling your reason for the selection by delicate compliment. If you have an export manager whose hands are tied regarding Hawaii, ask him for the line of sales argument he'd hand out to a man who was half Australian and half Bolivian and you'll get what will appeal to the business-like, tender-skinned Hawaiian, who buys what he wants and pays what he owes.

Hawaiians haven't any lack of self-confidence in ordering, which appeals to every maker. They decide first that a line will sell, and then buy in a way to prove that they believe in their business judgment. If your first orders seem of normal size, they are simply disposing of a competing line, or testing you out along the lines of service and co-operation.

I'll have to confess to one mistake coming from my desire to sell the whole line to every customer. Our line of prepared paints



## Best Ideas of Big Men

**Free  
To You!**

If you are an advertiser, publisher, advertising-manager or advertising-man, or have anything to do with printed matter, these books will help you in your business.

Over 125 pages of the best and latest ideas, improvements and processes in the printing, publishing and advertising fields—specimens of skillful color schemes, reproductions of three and four color combinations, advanced paper fancies, and actual results by new methods of photo-engraving, electrotyping, lithography and typography.

They give reprints and ideas from today's most successful selling plans, national campaigns and general advertising work—samples of the best styles of copy and the latest border, illustration and decorative treatment by the most prominent designers in the country.

## Big and Little Ideas That Are Getting Business

They will show you the campaigns, the big and little advertising ideas, that are pulling and paying the best. They will give you the benefit of the experience and judgment of specialists in every field of printdom. They will help you keep your work up to the standard set by the foremost houses.

I want to send you these books free so that you can get acquainted with them. Just tear off the attached coupon (or copy its wording on your letterhead) and mail it now.

Then, if you are more than satisfied, let me enter your name on the subscription lists of the "Printing Art Magazine," and the "Printing Art Suggestion Book" for one year at \$3.50 for the 24 numbers—12 issues yearly of each—and save nearly 20 per cent by this special offer.

Send the coupon or a copy of it now—look at the books at my expense—then decide.

**E. M. Dunbar**  
58 Rowena St., Boston, Mass.

**E. M. DUNBAR, 58 Rowena Street,  
Boston, Mass.**

Please send me, prepaid, one sample each of the Printing Art Magazine and the Printing Art Suggestion Book. There will be absolutely no charge for these samples. Within two days after the receipt thereof I will either send you \$3.50 (which covers a full year's subscription to both magazines), or I will notify you that I do not wish to subscribe.

Name.....

Address.....

Canada Postage—75c. a year extra.  
Foreign—\$2.50 a year extra.



Advertising in the  
**ATLANTA JOURNAL**  
 sells the goods.

**Daily 58,264**  
**Sunday 65,332**  
**Semi-Weekly 101,239**

Census reports to Oct. 18, show Georgia has sold \$43,134,780 **MORE** cotton this year than last year—an increase of 89%.

### An Advertising Woman

desires a connection with a concern requiring an experienced advertising manager, copy-writer, or correspondent.

My experience covers several years as advertising manager for the Crown Perfumery Company of New York and London; assistant advertising manager of Arnold, Constable & Co., New York; advertising and office manager for an exclusive ladies' tailoring establishment; and correspondent for the National Cloak & Suit Company; latest position sacrificed through long illness.

I am familiar with the preparation of "copy," catalogues, booklets and circulars, and have written a number of special articles for prominent fashion publications. Further information will be gladly supplied.

**MARY H. SAUNDERS**  
 55 Clark St., Brooklyn, New York  
 Phone 342 Main.

was all in all head and shoulders over that of my competitor when I first took it on. Later a Pennsylvania competitor dug up a scarlet that made ours look like a delicate pink beside a cardinal flower. It was just a question of shade, not any fault of our color, and in stocking up a wholesale hardware firm I urged a few specialty colors, including our scarlet, to complete the assortment.

I held, by merit of the line, the staple colors, but just on account of the scarlet recommendation, lost all the odds and ends which were equal to ours, which changed a really big order each six months into a far smaller one. This was just discipline to teach me to pass over everything but the best, I know, although the buyer didn't spell it out on blocks to me.

My very best asset in sending back orders from Hawaii is in never failing to keep in touch with the latest and best in competing and non-competing lines, so that when I am asked for advice I can talk with both feet squarely on the floor, and in the case of competing lines which I recommend you can be most sure that the moment I have an "edge" on the product, a letter from Colombo or Constantinople causes a quick shift to mine, and it makes it easier for me to get first-trip orders on any other products.

#### TRIED-OUT PRODUCTS WANTED

Don't be afraid that your competitor will beat you if you delay offering Hawaiians a new line until it has stood the test of use nearer home. They are good forgivers on a lot of things, but regular "Indians" if they get the slightest idea that your recommendations are a string of words aimed to convey their money to your cash drawer without value given.

The only case to my knowledge where the best product in its line is barred from Hawaii is a certain office device which I will call—because it isn't—a check protector. Once upon a time this wasn't the best, but its salesman made a great impression and a



lot of false statements, which resulted in a goodly bunch of contracts.

When I was forced to make a side by side test with his to prove who the fakir was, a stream of cancellations, which will never be forgotten at their source, wiped the line off the islands, and although I have dropped the line I then carried and know, as I have told them, that "The Fraudoscope" is a mile ahead of any competitor, they mention a long journey they will take to find its equal before dealing with the firm whose salesman deceived them.

One of the best jokes, taken as such without resentment or disparaging comments, came when a well-known tool-house in Illinois acquired a new collection manager. When I was safely off the ship and talking heavy-weights at the club, I was presented with a basket of form letters from this collection manager, dated a week apart, *each complaining of failure to answer its predecessor!!* As all orders bore a sixty-day dating he was a little previous anyway, and for some reason he never did answer my letter, asking in what part of Cook County he thought Honolulu hid itself. (The last time I told this someone said that his grandfather swallowed his nursing bottle when he heard it, but it happened to me, just the same, A. D., 1910, on my way back from Calcutta.)

There are just three places in the world where I know of greater possibilities for American-made goods, each and everyone because the markets are larger, but size for size, Hawaii is in a class by itself. Hawaii being intensely loyal, free from duties and red tape, at no disturbing distance as regards getting goods there, speaking English and in touch with how goods are sold to Americans—what more do you ask?

Hawaii deserves and will welcome your best!

The George B. David Company, New York and Chicago, has been appointed advertising representative of *Up-to-Date Farming*, Indianapolis, Ind., *Le Temps*, Ottawa, Ont., and *La Tribune*, Sherbrooke, Que.



## WOMEN Who Make Business Good

*Are the Women in Homes.*

¶ Mothers in Youth's Companion homes buy for themselves and their daughters all the things that women and misses need.

¶ And these mothers must buy for the family—the food, the furnishings for the home, and scores of things for father and the boys.

¶ Youth's Companion families average FIVE, and are large consumers.

¶ By test, 90 per cent. of the mothers in Youth's Companion homes read the paper.

¶ Women who read The Companion must buy.

### THE YOUTH'S COMPANION

Perry Mason Company, Publishers  
Boston, Mass.

New York Office: 910 Flatiron Building.  
Chicago Office: 125 So. Michigan Boulevard.

## Redfield on the Passing of "Caveat Emptor"

Profits No Longer the Supreme Ideal—Public Conscience is Shaping the New Demands of the Manufacturer's Market—It Is No Service to Proclaim a Dollar's Worth for Fifty Cents

*Special Washington Correspondence*

**I**N the course of a tour through the Middle West, Secretary of Commerce Redfield,—himself a practical business man of large interests,—has made several public addresses and given out several interviews in which expression has been given to interesting views on present-day and prospective business conditions,—views which take on a certain added significance by reason of Mr. Redfield's official position.

Particularly applicable to the manufacturing and advertising fields have been the declarations regarding "new ideals of commerce." On this subject Secretary Redfield in his latest pronouncement said:

"There are thoughts abroad in the land that have not always been here. The time in which the getting of profits was the supreme ideal has been succeeded by a time in which the giving of service is thought to be the true ideal. We have seen, for example, the springing into life of commissions which say to our great public-service companies, 'Thus far shalt thou go, and no farther,'—which tell them plainly that both their existence and their profit depend upon serving well the public from whom they derive their powers; which tell them, indeed, that this ideal of service goes so far that they must take the lean with the fat, and may not make the ideal of profit a controlling factor in every detail of their respective enterprises.

"Few men will deny the ideals of one time from the practice of the next, and that our whole history, whether on the commercial, the material, or the political side, has been the gradual working out into fact of the ideals of the days

before. What, then, are the ideals of to-day in commerce? For if we can find them, we may with reasonable security say that they will form the practice of our successors in commerce.

"There was an old commercial ideal wrought into law, which law still has a measure of respect from its antiquity, though hardly from its respectability. This ideal was centered in the old law Latin phrase, *Caveat emptor*, which being interpreted is 'Let the buyer look out.' Look at this commercial ideal a little, and see how disreputable it has become. Apply it to food, and straightway rises up the public conscience in the shape of a pure food law, and says, 'Thou shalt not.' Apply it to patent medicines, and brave publications rise up to denounce those who sell what may deceive or injure. There is coming into being a new law of fair trade, which begins rather plainly to say that the seller has grave responsibilities, and that it is his business to watch out lest he deceive the buyer. There is a growing conception of honor in such matters; men will carefully buy of houses the names of which they think are trustworthy guarantees of quality. Once the representative of a great manufacturer said to me, 'Any goods that bear our firm name are all right.' But he sold lots of goods on which the firm name was not put. There was an ideal half baked, reminding one of the man who said he had his principles, but didn't always carry them with him. There are lines of business now in which it is honorably recognized that the seller must be supremely careful lest he be condemned. Among such take, for example, the exceptional care and skill put into the selection of materials for, and the design and the manufacture of a modern automobile. When you look at our entire commercial field, it is surprising to see how far the old doctrine of *Caveat emptor*, however much it may survive in discussions of law, has fallen into the background of our commercial life, and the seller is beginning to recognize that a

**D**URING the first nine months this year The CHICAGO DAILY NEWS printed 11,436 columns of local display advertising, which were 4,137 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

The Daily News printed 11,505 columns of classified advertising, which were 1,635 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

In total volume of advertising—local, foreign, and classified—The Daily News printed 26,111 columns of advertising, which were 5,746 more columns than any other Chicago newspaper—morning or evening—printed in the same number of publishing days.

*In comparison with the first nine months of last year. The Daily News was the only Chicago newspaper to gain each month in both display and classified advertising. Its total gain amounted to 1,624,233 lines, which was probably the largest advertising gain made by any American newspaper.*

### Month after Month, Year in and Year out—

The Chicago Daily News has a larger circulation in an equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more advertising six days a week, and sells its space at a less price per thousand circulation, than any other newspaper in the United States.

JOHN B. WOODWARD, *Eastern Advertising Representative*  
708-710 Times Building, NEW YORK

large part of the responsibility rests with him. A rising and increasingly definite social consciousness says to manufacturers, 'Thou shalt not deceive, whether by name, or by label or appearance or composition or advertisement. We, the buyers, mean that you at the source shall look out for us.'

"See how far this idea will go naturally into definite practice among yourselves to-morrow. Your wife will buy for your table the product of the manufacturer who she believes recognizes the principle that the seller must take care. You yourself will buy your clothing from the tailor who you believe puts the most honor into his work; who in short serves you best. You will deal with the physician who puts the most and not the least of himself into his professional work. The lawyer will hold and control the best practice longest who gives the most in value and service for what he gets; and the man, whether he be physician or lawyer or minister, in professional life, who does not feel that as a seller of his services it is his privilege to give the most he can, will have short shrift among you. One great product has standing among us because, being called 'the best,' it is so esteemed to be. The producer has felt the responsibility on the seller. Advantage is taken by sellers, both rightly and wrongly, of this thought. Men of broad vision, who grasp the truth, put their conscience into their goods, knowing it pays. Men of narrow vision will try to persuade over the bargain counter that they are serving the consumer by giving him a dollar's worth for fifty cents."

### Telephone Company Banishes Illustrations of Instruments

Paradoxical as it may seem, the Chicago Telephone Company does not use illustrations of the telephone in its advertisements. Observation will show that in an enormous percentage of the illustrated advertisements now appearing the telephone is shown no matter what the business of the advertiser. Hence the Chicago Telephone Company's conclusion that if it wished to attract attention, to let the people know that it had a message for them, it must have

some distinctive symbol available only to this company.

The company's trade-mark was decided upon as a clear and unmistakable emblem, and its constant use at the head of the advertisements has secured for it the recognition by the public as a foreword of something interesting or instructive from the telephone company.

In the text, matter is brought out in different series and in as few and simple phrases as the subject will permit.

There is no very definite means of tracing results, as telephone service is in such demand and is such a necessary part of the equipment of business and domestic machinery. However, the marked increase in the volume of long-distance business; the decrease in the number of complaints; the increase in the applications for service of higher classification and requests for information from subscribers as to the number of times their lines are reported "busy" in a stated period; these factors prove that the advertising campaign has resulted in a better understanding of the value of telephone service and the best methods through which to obtain this full value.

### Good Sales Manual

ALPHA PORTLAND CEMENT COMPANY  
EASTON, PA., Oct. 23, 1913.

#### Editor of PRINTERS' INK:

The inquirer who, in a recent issue, asked for information as to the best form for a sales manual may be interested to learn that one of the handiest books of this kind is printed on rice paper. The book that I refer to is put out by the International Correspondence Schools, Ltd., of Great Britain.

This book covers several hundred pages, but is so small, light and flexible that the salesman can carry it in his vest pocket.

One of the things that a good salesman objects to is the carrying around of a lot of bulky stuff. Even some of the concerns that stand high in sales organization matters err on this point and furnish their men heavy material that is not used as the "home office" thinks it is.

The International Correspondence Schools, of Scranton, have a rather thick manual of technical information about the courses of instruction, another manual of fair size dealing with "Common Objections and Questions," and a "Field Staff Training Course," consisting of eight good-sized pamphlets. The British branch of the parent company condensed and rearranged all this material in the little flexible rice-paper book referred to, and seemed to make a long step forward in this sales-manual business.

S. ROLAND HALL,  
Advertising Manager.

The Elizabeth, N. J., Advertising Men's Club, booked twenty-five new members at its dinner on October 23. The club has now a membership of eighty-five.

## ***Put On Your List*** **Current Opinion**

*formerly Current Literature*

if you wish to reach 100,000 homes of men and women whose social and financial positions are clearly defined by the self-evident purpose of the magazine.

Many well-known advertising men now regard Current Opinion as the most interesting and most useful magazine published.

Certainly every copy circulated works long and faithfully for every high-grade advertiser represented.

**Current Literature Publishing Co.**

134 West 29th Street

New York

## Inside View of Trade-Mark Practice

Uncle Sam's Expert on Trade-Marks Throws Light on Phases of the Question That Have Puzzled Many—Basis of Classification of Goods—Who Will Be Protected?

*Special Washington Correspondence*

**M**ANUFACTURERS and advertisers who have occasion to concern themselves with trade-marks—either their own, or those of their competitors—often find it difficult to obtain just the information or all the information they might desire to guide them in formulating a policy in this field. Advice, to be sure, may be had for the asking from any one of the numerous patent attorneys who have specialized on the subject of trade-marks. But that, when all is said and done, represents an "outside view." The governmental attitude—the "inside view," if you please—is much more rarely expressed in full and definite terms.

Nor is this reticence as inexplicable as it might appear to the uninitiated. Officials in all branches of the Government are loath to extend to business men suggestions or advice which might later be construed as an official pronouncement on the subject, or, mayhap, as conferring an "immunity bath." With a view, however, to sensing as accurately as may be the inside view of everyday trade-mark problems, **PRINTERS' INK** has induced William L. Symons, of the U. S. Patent Office, who ranks as Uncle Sam's greatest expert on trade-marks, to give for the first time extended expression of his views on various phases of the subject as they appear through the glasses of the arbiter in the trade-mark division.

Mr. Symons was asked at the outset for his own individual definition of a trade-mark, but he said that he could not improve on the declaration that a trade-mark is "one's commercial signature, or the commercial substitute for one's autograph." Discussing the

general aspect of the trade-mark, Mr. Symons showed himself in full sympathy with the advertiser's theory when he remarked, "We must not lose sight of the fact that it is not only the person who first adopts and uses on an article of commerce an arbitrary sign who is to be protected, but the public also are entitled to protection from fraud and imposition."

### A DISTINCTION

Taking up a question that perpetually puzzles many manufacturers and advertisers, the Patent Office official said: "The distinctions between a trade-mark, a copyright and a patent should be recognized. Only by keeping the difference between these three classes of property clearly in mind can a comprehensive and satisfactory idea of a trade-mark be obtained. A patent is granted for an invention. A trade-mark has no necessary relation to invention. It may be the most common object, such as an arrow or a star. Or, if it is the product of an inventive faculty, such as a coined or fancy word, the protection granted is not accorded because of the ingenuity or skill which was required to produce it. If such a word is not *used*, it will not be protected.

"Both a patent and a copyright are limited in duration; a trade-mark is not. It is unlimited as to time and probably as to place. In this country no protection to an invention can be given except under the patent laws, nor to copyrightable matter except by virtue of the copyright laws, while a trade-mark is protected under the common law. This indicates a very vital distinction, which is emphatically in favor of the trade-mark, inasmuch as no right exists in an invention or in a published literary or artistic work except by virtue of a statute."

Mr. Symons contends that property in a trade-mark is not a monopoly—a mooted question in some quarters just now. Said he, "Although the Supreme Court in deciding a case some time since spoke of the use of a trade-mark



## ASSERTS MAGAZINE PUBLICITY DOOMED

**Chicago Tribune General Manager Criticizes Methods of National Advertising.**

*Special to The Free Press.*  
Chicago, October 22.—The doom of the American magazine as an advertising medium was sounded by James Keeley, general manager of the Chicago Tribune, in a speech today before the Illinois Daily Newspaper association in convention here.

Mr. Keeley spoke on "Truthfulness and Candor in the Matter of Circulation." He urged that fair and honest statements will eventually solve the circulation situation and believes the new law requiring semi-annual statements by the government will bring about a new era in this field of newspaper work.

He declared that the speedy decline of magazine advertising, especially in the line of nation-wide advertising, is certain because the magazine does not tell a reader where the advertised product may be found in the home town. He asserted that is the principal thing a reader wants to know.

*Detroit Free Press, Oct. 23, 1913*

Instead of "Write for name of local dealer," national advertisers will soon be saying:

**"See City Directory for name of local dealer."**

Our service will protect your trademark locally in every city where you have a dealer, linking the name and address of your dealer to your product so everyone can find it readily.

Furthermore, this service will be nationally advertised, thus emphasizing the new era in City Directory publishing.

The prices for this "advertising insurance" will be very low.

For particulars address:

**R. L. POLK & CO.**  
**Representing Association of American Directory Publishers**

Directory Bldg., Detroit, Mich.

225 Fifth Avenue  
New York

Rand-McNally Bldg.  
Chicago

**Mr. Keeley  
is  
Mistaken**

**City  
Directories  
will supply  
the missing  
Link to over-  
come this  
fault.**



Ask any good agent what his first choice is for a try-out territory and it's a ten-to-one shot he will say

## "NEW ENGLAND"

Because of its prosperity.

Because of its concentrated population.

Because of its high wage rate.

Because of its people, through years of advantages being temperamentally and financially equipped to seize on the good things of life.

Because of its dealers, who know that the doctrine of least resistance—"give the customers what they ask for"—is necessary to retain the highest degree of good-will.

Ask any good agent what medium to use to reach these people and he will say

## The Local Daily Newspaper

Because of its concentrated circulation.

Because it is delivered into nearly every home every day.

Because it is selling the goods of the local merchants every day.

Because the local merchant knows this, and knows no other medium can give anything like the results given by the local daily.

Because if advertised in his local daily the dealer is assured of sufficient demand and he will carry the goods in stock.

Ten good local dailies in ten good cities:

*Salem, Mass., News*

*New Bedford Standard and Mercury*

*Lynn, Mass., Item*

*Meriden, Ct., Record*

*Burlington, Vt., Free Press*

*New Haven, Ct., Register*

*Waterbury, Ct., Republican*

*Portland, Me., Express*

*Worcester, Mass., Gazette*

*Springfield, Mass., Union*

which would give the user practically a monopoly in the sale of any goods other than those produced by him, this probably was not intended to convey the idea that the right to the use of a proper trade-mark was in the nature of a monopoly. It does not restrict the right of any member of the public to manufacture any particular article of commerce. It merely prevents anyone from marking his goods in simulation of the mark used by another upon the same kind of goods."

#### REGISTERED AND UNREGISTERED TRADE-MARKS

Naturally this Federal expert is a believer in the registered rather than the unregistered trade-mark. Talking to this text, he said: "Registration of a mark under the law gives usually some additional rights and advantages in addition to those which exist under the common law. In some cases registration dispenses with the necessity of certain proof; or it may give certain advantages in procedure; or in preventing infringement; or in recovering damages. Under our laws, however, the right to the exclusive use of a trade-mark depends on adoption and use. The date of registration is of minor importance, the right depending upon proof of priority of adoption and use. This is a point which it appears difficult for many persons, including some good lawyers, to grasp. It appears to them that after a mark has been registered, especially after contests, the validity of the registration should not be questioned by an applicant for registration who comes in five or ten years after the date of registration. This erroneous view, however, takes no account of the fact that in the United States title depends on priority of adoption coupled with continued use and not upon registration."

Manufacturers are frequently troubled by the requirement that the class of merchandise to which goods belong must be specified in making application for registration. Questioned with regard to this, Mr. Symons explained

**Delivers the Worcester Trade!**

## The Worcester (Mass.) Gazette.

The Evening Gazette delivers the Worcester trade because about 90 per cent of its circulation is in and close to Worcester so that nearly every copy has an influence on Worcester trade.

The Worcester Gazette's circulation has passed the 20,000 figure and is still climbing.

**COUPON TESTS** of Department Stores have frequently shown the Gazette gives double the results of any other Worcester paper.

To sell your goods best in Worcester, the second largest city in Massachusetts, use the Evening Gazette.

*JULIUS MATHEWS, Representative.*

### IN TENNESSEE AND KENTUCKY

*Over 82% of population is rural. Corn, Cotton, Tobacco, Hay, Wheat, Oats and Potatoes are the big crops and have made the progressive farmers of these, and the adjacent Southeastern states, prosperous.*

You can reach over 100,000 of these farmers—the ones with purchasing-power and inclination for the better things of life—through the

### SOUTHERN AGRICULTURIST

Published semi-monthly. Exceeding 100,000 paid in advance subscribers, *guaranteed*. Rate, 50c per line. Write for "Statement to Advertisers."

**Southern Agriculturist**  
Nashville, Tenn.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 300,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

## SWEDES WEAR CLOTHING

and  
Shirts and Collars  
and  
Shoes and Stockings  
and  
Other Haberdashery

Contrary to the opinion of advertisers in these lines voiced by their action in refusing to advertise in HEMLANDET.

To reach the Swedish population of the first generation efficiently and economically you must advertise in HEMLANDET, the first Swedish Newspaper in America.

Send for a sample copy of the youngest edition of the oldest Swedish Newspaper in America and full particulars regarding our cash rebate circulation guarantee plan.

C. S. PETERSON, Publisher  
1643 Transportation Bldg., Chicago, Ill.

that the purpose of such specification is to facilitate the examination in the Patent Office to determine whether the same or a similar mark has been registered. "But," he continued, "I will admit that whereas the general basis of classification is either the material of which the article is made or the purpose or construction of the article, classification is not an exact science. Some classes have not very clear lines of demarcation. For example, it is often difficult to determine whether goods should go in the class of 'Clothing' or the class of 'Fancy Goods, Furnishings and Notions.' Or, again, very often an article of hardware is a receptacle and then it becomes a puzzle whether it belongs in the class for 'Receptacles' or in the class for 'Hardware and Plumbing Supplies.'"

Touching upon one of the later developments of trade-mark practice, the official explained: "If the Food and Drugs Act requires goods to be labeled in a certain manner, it is the practice of the Patent Office to require the particular description to agree with the labels. Whether whiskey is straight, blend, compound or imitation must be stated. If the syrup on which the mark is used is made of corn and maple syrup it should be described as a compound of corn and maple syrup."

### ACTUAL USE THE TEST

What is the "use" of a trade-mark upon which registration depends? Mr. Symons answered the question in this wise: "The courts have clearly pointed out that the use of a mark and not adoption was the test. Where it has been shown that there was a clear intention to adopt a mark, but no actual use due to circumstances over which the party had no control, it has been held that no right to the mark has been established; actual use in trade is necessary. It is the person who first uses a trade-mark who is entitled to protection, not the one who first thought of using it, but did not use it first. The law deals with facts, not intentions.

"However, the Patent Office

and the courts are inclined to be liberal on the question of what constitutes use of a trade-mark if there is an evident intention to make use of some form of mark. In deciding a case some time since, the Commissioner of Patents said that it was not necessary to affix or attach the trade-mark to the goods with which it was used to make it a valid trade-mark. It was sufficient if the mark is associated with the goods in a manner to distinguish them by the particular mark. In that case the mark claimed had been used on lithographs which were put in the boxes of knit goods, or in some form accompanied the goods. On the other hand, the mere use of an alleged trade-mark in a trade-list has been held not sufficient to identify it with the goods.

"In another case the Patent Office held that the fact that an applicant advertised his goods in a periodical under a certain name, in the absence of any evidence that the name or mark was attached to the goods, did not constitute trade-mark use. A mark used on letterheads, cards and circulars in connection with a business is not used as a trade-mark, and a name used in a business, such as the real estate business, is not subject to registration, for the reason that it is not used on or in connection with an article of manufacture. It is fundamental that the trade-mark must have been used on an article of commerce.

"What constitutes the use of a mark is often the subject of controversy in the Patent Office. In one recent case the applicant filed specimens in which the alleged mark appeared as a part of the reading matter at the bottom of the label, but the words claimed did not appear anywhere on the label as an independent or separate mark. When the examining division refused registration on the ground that the use of a trade-mark had not been shown an attempt was made to carry the case to higher authority, but ultimately the applicant filed proper specimens. Another case in point

**Covers Thoroughly the  
Largest City in Maine**

## The Portland Express

In Portland the EXPRESS goes into at least nine out of every ten homes. This is not a guess but estimated from a canvass of the homes in Portland.

In the city of Portland the EXPRESS circulates in excess of 12,000 copies.

The gross circulation exceeds

**20,000**

The EXPRESS not only covers PORTLAND but the surrounding cities and towns.

Portland can be adequately covered by the EXPRESS.

*JULIUS MATHews, Representative.*

Write for a Free Copy of Booklet

### "1913, The Record-Breaking Export Year"

Contains facts as to the volume of trade at the present time, its division by countries and by articles of manufacture.

This booklet is free for the asking.

**American Exporter**  
135 William St., New York

We will help you market  
your product abroad

**"There is only one real National Magazine for Lawyers— That's Case and Comment."**



**CASE AND COMMENT** has developed into the recognized national magazine for lawyers. This is proven by the fact that it has by far the largest paid subscription list. In one state one half of all the lawyers in the state are buying it. In another 2 in 5; in two others 1 in 3; in three others 2 in 7; in seven others 1 in 5, and so on.

December forms close November 10th. Good inside positions, and two-color covers now open.

**CASE AND COMMENT**

The Lawyer's Magazine

Published by the Lawyers Co-operative Publishing Company, Rochester, N. Y.

**You Can Get Along Without**

# PHYSICAL CULTURE

**on your list—yes.**

But the point is, you can get along better and faster, with it. That is, if your idea of getting along has to do with the figures on the credit side of your ledger.

Key your advertisement—put it in **PHYSICAL CULTURE**, and we've got you for a steady advertiser. Ability to pay on keyed advertising is the *key note* of **PHYSICAL CULTURE'S** progress.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**October, 1913, Gains  
1,371 Lines Over Best  
Previous October Number**

was the refusal to register the word 'Fussy' as a trade-mark when it appeared only in the legend 'A Fussy Package for Fastidious Folks,' a refusal that provoked ineffective protest.

"Yet another rule which has led to a great deal of controversy,—which may not even yet be closed,—is that provision of the Act of 1881 which required an applicant to distinguish between the essential and non-essential features of his trade-mark. The applicant would specify certain features as the essential features whereas the Patent Office would regard others as the essential. The same question has come up in other form under the new law which requires a description of the trade-mark, but not of its essential features. Difficulty sometimes arises, too, when public insignia constitutes a part of a trade-mark, interwoven with the fanciful features of the mark so that it cannot be removed without mutilating the mark."

Touching upon a phase of the subject, of vital interest to manufacturers, this governmental authority on trade-marks said: "It is not necessary that the user of a trade-mark produce the goods upon which it is used. One who selects and sells goods may acquire the right to the mark. Likewise a customer acquires the right to a mark by ordering goods put up by a manufacturer under a certain brand or name."

## SIMILARITY OF TRADE-MARKS

Coming to the chief bugbear of trade-mark practice Mr. Symons said: "The question whether one trade-mark so nearly resembles another as to cause confusion is one of some difficulty. Not only is the question of similarity hard to decide but persons equally familiar with the subject of trade-mark law will differ on many cases. Some courts, too, have applied a strict test, others a more liberal rule. One class of judges will not protect purchasers of goods who do not exercise ordinary caution; another class of judges will protect the incautious or unwary. The courts fairly

agree, however, that it is not the expert who is to be considered in determining infringement but the ordinary purchaser. The character of the goods must also be taken into consideration. In the case of engines or dynamos the intelligence and caution exercised by purchasers will prevent confusion, even if the marks are somewhat alike, while an equal degree of similarity between marks on cans of tomatoes would confuse. The Patent Office always resolves a reasonable doubt on the question of similarity against an applicant and in favor of a registrant, unless the consent of the registrant has been obtained."

Manufacturers who are ambitious to apply a common trademark to a varied line of products will be interested in the inside view of the question involved. Said the official: "The Patent Office does not concede the right of an owner of a very valuable mark to that mark on any and all goods. No absolute right to a trade-mark can exist, and the right to its use on one particular article does not give a right to its use upon different articles. This invests with great importance the question of whether goods have the same descriptive qualities, for registration cannot be secured for a trade-mark already applied to goods of the same descriptive properties."

Speaking of trade-marks in the publishing field Mr. Symons said: "There is no trade-mark in the mere title of a book or a piece of music, but marks used by a publisher to identify his publications may be claimed as trade-marks. Such a mark then identifies the goods. That the title of a periodical publication may be protected as a trade-mark appears to be conceded by good authority, and the Patent Office has consistently registered such marks as trade-marks. The titles of news features have been registered, such as 'The Hall Room Boys.' But the Patent Office refused registration of the title 'Billiken' on the ground that the name given to a copyrightable article is not subject matter for protection as a trade-mark."

## Circulation "In the Homes"

# THE New Haven (Conn.) Register

The REGISTER goes into more homes in NEW HAVEN than any other paper.

The REGISTER goes into twice as many homes as any other two-cent paper in NEW HAVEN.

The reason is the REGISTER is the best paper in New Haven. The best woman's page, the best financial page and the best news pages.

### The Register Leads

in Connecticut's Largest City, in influence, circulation and advertising.

*JULIUS MATHEWS, Representative.*



## THERE is a need in every office for Globe-Wernicke Sectional Bookcases

(Different Styles and Finishes to Meet  
Different Furnishing Schemes)

Catalog No. 275 on request

**The Globe-Wernicke Co.**  
Cincinnati

Mfrs. Of Sectional Bookcases & Filing Cabinets  
Agents and Branch Stores in 1,600 Towns



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.50. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 30, 1913

## Checking Up the Dealer

"What do you do in the line of dealer co-operation?" asked a PRINTERS' INK man of a big food product advertiser.

"Nothing," was the reply. "This dealer co-operation idea is all bosh. What does the dealer do with the stuff a manufacturer sends to him? I'll tell you; he sticks it under the counter and forgets it, while we loll back in our chairs and labor under the delusion that the dealer is falling all over himself in an effort to get our electrotypes and things. Show me some way to check the dealers up so that I will know just what percentage of my stuff is being used and I will do something along these lines. But you can't—it's a physical impossibility."

Without commenting on the benefits which accrue to the co-operating advertiser; without going into details as to the moral effect of this co-operation on the dealer, let's take up the "impos-

sible" part of this objection. The rest of it is already answered by the hundreds of shrewd advertisers who find dealer co-operation a most profitable form of building good will.

Is it impossible to prevent this waste in dealer literature and helps? It must be admitted it is a hard nut, but still, like every other hard nut, can be cracked if enough thought is spent on the problem. Swift & Company have gone far to prevent waste of electrotypes by the simple expedient of sending such material only in response to requests. Then taking it for granted that the dealer will forget all about it, the company drops him a friendly note, telling him that if he will send a clipping of the ad in which he used the electro sent him "ten days ago," the company will gladly look it over and "possibly may be able to offer some suggestions for improving the copy."

This plan has at once established good will and has brought to Swift & Company's advertising department thousands of clippings from which it is possible to check up the electrotypes that are used. To further insure the dealer using the cuts, a salesman is immediately notified that such and such a dealer in his territory has requested material and to make sure that it is properly used.

Of course, it is more difficult to check up lantern slides and display material, especially in lines where salesmen are not very intimate with dealers, but by being careful to send such material out only in response to requests, through the salesmen, if possible, this waste can be reduced to a minimum.

What the dealer needs to-day more than anything else is more of the right kind of co-operation. There are many who hold out hands to help for the immediate return, but few with the courage to "throw their bread on the waters" of dealer service.

A business-like checking up, an efficient distributing system and a generous spirit actuating dealer co-operation work, form a combination that will work wonders.



### **Raising Funds for Joint Campaign**

The plan of the International Apple Shippers' Association in selling stamps to apple growers, shippers and dealers to affix to shipments of the fruit, and in this way raising funds for a general advertising campaign, seems very commendable. The plan was described in last week's issue.

There is no question that judicious publicity would go far toward promoting the use of apples, and causing the public to regard them more as a needed food than a luxury. The great difficulty in bringing to life a campaign by associated growers is, of course, raising the funds. It is a hard matter to distribute the cost of the campaign according to the interest of the individual in the advertising. It is difficult to get members of an association to subscribe a lump sum. Not only is it hard to get them to subscribe, but often it is even harder to get them to pay after they have subscribed. The apple shippers' plan, however, seems to meet all these objections. The man who grows, ships or sells the most apples contributes the most toward the advertising, and, of course, reaps the greatest benefit from the advertising. Paying for the advertising by buying a few stamps every now and then makes it easy for those taxed, and handling the money through the banks puts the plan on a business basis.

If the apple shippers' efforts meet with the final success indicated by the encouraging start, other associations will quickly take note. There are any number of products sadly in need of advertising, and with the problem of raising the money solved a big objection has been removed.

### **Handling the Boss**

Commenting upon the tendency of some advertising managers to argue over ideas which the man behind the salary suggests, a New York retailer of national reputation told PRINTERS' INK about a recent ex-

perience along this same line:

"The last advertising manager I had was a stickler to argue. He would go to the mat over the least thing, and to get anything done my way meant a long, hard fight. After a time I got tired of this continual warring. I was paying the bills, and regardless of opinions was entitled to say how my money was to be spent. Understand I don't mean to say I want men without opinions, but I do expect my advertising manager to submit to my judgment. That was a thing this one wouldn't do, and so the inevitable happened—we parted.

"As his successor I appointed a young fellow who had started with me as a bundle wrapper, and had risen to assistant advertising manager. He had never been a great success as a salesman, evidently lacking some essential, but he was naturally adapted to advertising, and since taking charge, is getting wonderful results. I often notice the way this man handles me. He once told a friend of mine that he believed it just as important to study the market where he sold his services—the boss—as it was the market where he sold his product. And he studied me.

"When I give this young fellow some idea and tell him to work up a page ad, he doesn't begin to argue about better ways to do it, but goes ahead and does it. When he shows me the copy I generally notice that what I thought was a great idea is buried somewhere in the ad, with his own evolution played up in the scare lines and illustrations.

"But he gets it in somewhere, and of course I am satisfied, as I can generally see where his ideas are an improvement over mine. On the other hand, if he were to combat my idea and try to prove to me how much better his were, as his predecessor used to do, naturally I would have to maintain my position and a useless and energy-wasting argument would result."

And to a great extent this is true. Fortunately or unfortunately for the advertising manager success

breeds conceit. The successful head of a business having advertising ideas of a doubtful value is familiar to all advertising men on a salary. Most advertising managers work out their own little way of handling ideas of this kind, but there may be a few who take the "instinct" course and try to put their ideas over by main force. This is treading on dangerous ground, for no man likes to have an employee tear down his pet ideas—it hurts his dignity. The wise advertising man knows this and uses diplomacy instead of verbal force to accomplish his purpose, giving the boss a chance to give in and still hold his dignity. Besides, some bosses know a whole lot about advertising. Even when they don't, they at least know *business*, and there is always the chance that the smartest advertising manager may make a mistake once in a while. The attitude that the boss lives in an atmosphere of mental denseness is responsible for some vacant chairs.

### **The Salesman and the Dealer**

It is not a very difficult thing for an individual to get personality into a letter; all one has to do is to be natural and write as he would talk. But for a corporation to get that element into letters is a more complex matter.

It is not always advisable to send communications to the dealer or prospective dealer out over a salesman's signature, which is the common solution for the problem. Salesmen as a rule are not life fixtures with an advertiser. They are very apt to be here to-day and with some competitor to-morrow. For this reason many concerns hesitate to help the salesman build personal good-will by the use of personal letters, which might make it easier for him to carry a string of customers with him when he leaves. For the same reason it is also the practice of some to circularize their dealers with this object in view, emphasizing the fact that the service and co-operation they are receiving

comes from the company and not the salesman. Yet it is obvious that the personal friendship of dealer and salesman is an advertising asset too great to overlook.

One method of constructing a letter so as to cash in on a salesman's personal acquaintanceship, and yet making it a strictly company appeal, is illustrated in the following letter used by the Parry Manufacturing Company, Indianapolis, Ind.:

Mr. Brown, who calls on the Massachusetts trade, feels that in pursuing your sales activities you cannot afford to overlook features that have made our line the hardest hitting and most liberal money making proposition now before the local dealer. He suggests the following reasons why:

Our line is the very line you are going to need. It meets your wants, maintains your custom and makes you money. It is a line that stands out pre-eminently in the Massachusetts to-day because of its peculiar adaptability to the specific trade conditions, and Mr. Brown is convinced that you are the logical dealer to handle it.

Here we have a good example of getting the personal element into the letter without submitting the company. The value of the introduction of the salesman's name is the more apparent if you consider it with the name omitted. This little personal touch makes all the difference in the world—it takes the letter out of the circular class and puts it into the letter class.

### **New Connection for R. M. Barker**

Robert M. Barker, who has been connected with the Chase Motor Truck Company, of Syracuse, N. Y., for the last two years as advertising manager has recently resigned from that company and taken a similar position with the Palmer-Moore Company, of Syracuse, manufacturing light delivery motor trucks. Mr. Barker was formerly associated with the Collin Armstrong Agency.

### **R. C. Chase Joins Leith**

Roscoe C. Chase, recently of the advertising staff of the Packard Motor Car Company at its factory in Detroit, and for seven years with the Taylor-Critchfield Agency, of Chicago, is now with the Eastern office of the Associated Farm Papers, in charge of S. E. Leith, New York City.

# Life's Christmas Stocking

There is one little boy whose behavior has been so good all year that both his stockings will have to be hung up this coming Yule Tide. If he keeps on gaining friends he will have to be a little centipede eventually if his stockings are to hold the gifts of his many friends.

In his more than 30 years Christmas time has not brought him so many gifts as already await him for Christmas morning. One stocking is already jammed with the good things sent him from the best advertisers in the land. What a variety of packages and such wonderful colors.

We have hung up his second stocking and are working night and day to fill it overflowing as evidence that it pays to be a good little boy. We believe in giving him the best and accordingly both his stockings will be filled with only gifts that are advertised. The more—the merrier Christmas. You can make your Christmas happier in the knowing that you have made a little life happier at Christmas time. Every good advertiser can add to LIFE'S cheer.

Mark your packages "LIFE'S Christmas Stocking" and send them, please, not later than November 15th to LIFE'S Kris Kringles.

Geo. B. Richardson, 31st St., West, No. 17, New York  
B. F. Provandie, Marquette Bldg., No. 1537, Chicago

## Borrowing Another's Good Will for Your Copy

Seeman Brothers Use D., L. & W.'s "Phoebe Snow" to Exploit White Rose Coffee, Giving Proper Credit—Benefits of This Style of Copy—Lackawanna Particular as to Miss Snow's Associates

**A**N additional instance of one advertiser using the repute of another in a non-competing line occurs in the White Rose Coffee ads now running in the New York papers. In many ways the motive behind this stratagem is similar to the Uneda Biscuit-Commonwealth Edison case, mentioned by D. H. Howard, advertising manager of the Commonwealth Edison Co., Chicago, in a recent article in **PRINTERS' INK**—both deriving benefits.

The White Rose Coffee ads at first glance would be taken for D., L. & W. copy. The atmosphere is suggestive of railroad advertising. But the object of Miss Snow's introduction into the copy is to play the rôle of endorsing the merits of White Rose Coffee, the advertiser feeling that the enviable reputation which she enjoys throughout the territory covered by the Road of Anthracite



"PHOEBE SNOW" BOOSTS COFFEE

makes her particularly valuable for the purpose.

In consideration of being allowed to use Miss Snow, Seeman Brothers, who roast the coffee, have incorporated in the layout the phrase, "Courtesy Road of

Anthracite," working the letters up in the familiar D., L. & W. style.

In a letter explaining the purpose of the advertising and the extent of the campaign, Sylvan L. Stix, of Seeman Brothers, says:

In answer to your inquiry of recent date, would say that we are only using this Phoebe Snow copy as part of our White Rose Coffee campaign in the territory covered by the D., L. & W.

Our own idea in running this copy was to attract attention by the use of what seemed to us a new advertising stunt. We did not expect that this advertising would have any great selling power, although we appreciated there might be some value to us in associating our product with the established reputation of the Road of Anthracite.

Naturally such a campaign would lose value if run for any length of time, as the novelty of the idea would wear off and that after all is its chief merit.

As our White Rose Coffee has also an established reputation and is well placed in the territory we cover, it is naturally very difficult to trace direct results from any campaign of this nature, but we have little doubt, that with proper support from the sales department, it should yield satisfactory results.

That this use of Miss Snow had the full sanction and support of the D., L. & W. is evidenced by the following letter to **PRINTERS' INK** from George A. Cullen, passenger traffic manager for the Lackawanna:

Your favor of the 15th instant at hand, requesting a statement of our views as to the relative advantage of the adaptation by an advertiser of some other advertiser's well-known advertising character, such as the use of Phoebe Snow in the White Rose Coffee ad by Messrs. Seeman Brothers.

In reply would say that your presumption is correct. Permission to make such use of the character Phoebe Snow was freely accorded Messrs. Seeman Brothers. We feel that there is a distinct advantage in such additional publicity, and in passing upon the many requests which we receive in the course of the year to use in a similar way the character of Phoebe Snow, our only concern has been as to whether or not such use would detract in any way from the dignity and standing with which we have always been at such pains to surround Miss Snow.

Phoebe Snow, like Caesar's wife, must be above suspicion, so with a high-grade article we always welcome and encourage such advertising as good additional publicity.

Trained copy-writers may very easily, by process of analysis, prove to their own satisfaction that this joint advertising is logically wrong. They may urge the

obvious objection that Seeman Brothers should stick to the text—reasons why White Rose Coffee is worth while. But Seeman Brothers might well retort that an element of fresh interest is always worth while in copy, and, moreover, that there is no incongruity in featuring Phoebe Snow as a discriminating user of this particular brand.

While, as Mr. Stix explains, he does not expect any sensational results from this copy, nevertheless his example will doubtless set

other advertisers running over in their minds various trade-marks whose good reputé would make them good copy-companions for their own trade-marks.

### Rogers Speaks to Illinois Newspaper Men

Jason Rogers, of the New York *Globe*, in an address before the Illinois Daily Newspaper Association, at its semi-annual meeting in Chicago, October 21, said that there is under process of organization a voluntary association of daily newspaper publishers under the name of the "Gilt Edge List of Newspapers."

The publishers of **THE NORTH AMERICAN REVIEW** take pleasure in announcing the inauguration in the November number of a complete and comprehensive editorial department.

This department, formerly conducted by George Harvey in *Harper's Weekly*, will now appear regularly in the **REVIEW**.

"Six Months of Wilson" is the first of the leading articles by the Editor, that will appear each month.

Franklin Square, New York.

## 1847 ROGERS BROS.



VINTAGE  
PATTERN

*"Silver Plate that Wears"*

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by  
the largest makers  
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., NEWARK, CONN.  
Successor to Meriden Britannia Co.  
NEW YORK CHICAGO SAN FRANCISCO



# The Little Schoolmaster's Classroom

**W**E call an advertisement "timely" when it rides in on interest that has already been created. Alertness sometimes enables an advertiser to "cash in" on a public interest in something that he perhaps could not create with thousands of dollars of his own money. But to cash in on timeliness, the thing advertised should connect naturally with the event with which the advertiser ties up.

It was a work of supererogation—meaning "entirely unnecessary"—for Mason, of Brooklyn, to advertise that he has been established for seventy years. Both the type in which his name is set and the illustration idea establish the antiquity of the house beyond a reasonable doubt. This wonder-

The point is that you are never out at Mason's. Talk about your principles of appeal and the logic of advertising!

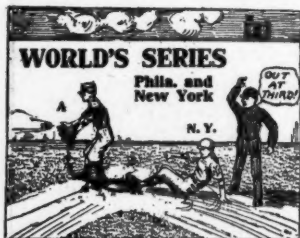
\* \* \*

The Old Town Canoe Company sends along with its reply to the inquirer a small square of the canvas used in the bottom of the Old Town Canoe. These little samples add a great deal to the strength of a letter. In the first place, they catch attention; and equally important, they demonstrate the description given in the letter. A great many people have little or no imagination and get their mental pictures from printed descriptions with considerable effort. There is nothing new or novel in this idea of sending a sample; it is just a commonsense way of proving the argument.

\* \* \*

On a crude letterhead that unmistakably advertises itself as the product of a small-town printshop, a business-seeker with the letters "A. C." after his name, presumably "Advertising Counsel," writes a national advertiser that while a certain recent piece of copy is good, he can write an improvement that will "first get attention and then hold it"—an advertisement that will "pulsate with real, lively convincing action."

The advertiser replied, with a little humor, that if Mr. A. C.'s copy were on a par with his letterhead he didn't believe that he was likely to be able to make the advertiser's advertising or business pulsate any faster than it was doing at present. "We are always ready, however," he added, "to consider improvements, and if you can show us the better way, pitch right in. But don't try to write a line until you have studied this business at least a month." The seeds of good-humored advice fell on barren ground. The "Advertising Counsel" was back almost in the return mail with a circular



**You Are Never Out at Mason's**

"You cannot lose. There is a guarantee with all the goods advertised and sold by this old established house. Every purchaser of advertised goods has the privilege of a 60-day trial; after which, if not satisfactory, money will be cheerfully refunded. We supply customers with any goods we advertised for the past three months at the same special price. Call and see the magnificent Fall display of Furriers, Corsets, Draperies, Housefurnishings and Goods, etc., etc."

CASH OR CHARGE ACCOUNTS.

**MASON'S**

Established 70 Years on Corner of  
Myrtle Avenue and Bridge Street, Brooklyn, N. Y.

DOES THIS SHOW WHY FANS "KICK" AT DECISIONS?

ful illustration, published in a New York paper during the World's Series, shows a third-base play being made on the flats out somewhere near Bergen Beach. The robber umpire is declaring the runner out, though said runner has his feet on the base and the ball has not reached the baseman's hands. We wonder what the runner will say when he gets up! But that is not the point.



that he advised sending direct to rural readers at about twenty-five times the cost and trouble of reaching the same people by the use of good farm magazines.

\* \* \*

Here is a good tip to publishers: Don't leave the salient points as to method of distribution, amount of circulation, etc., tucked away obscurely in a thickly-set circular which gives the detailed argument in favor of your medium. Recently an advertising manager opened a soliciting letter that was of some interest to him. It dealt with an annual publication, but nowhere in sight appeared information as to how the publication was distributed, etc. The advertising

man dictated a note, saying that he thought this data was essential, and the reproving reply came, "If you had read the circulars we sent you would have had all the information you wished." The circulars covered at least three thousand words, perhaps all very interesting to the man who wrote the stuff; but he ought to know that if the average advertising manager of a national concern attempted to read all the circulars that came in the day's mail, he wouldn't have time for anything except possibly the midday lunch with the ever-present solicitor. The busy advertising manager skims like the reader of a newspaper. He hits the high spots

## YOUNG MAN

(25) six years' experience in the farm paper publishing field both at soliciting and detail: good correspondent; desires a change. Would like connection with live agency or assistant to advertising manager. References as to ability can be furnished. Will invest in a small reliable business with services. For interview, address,

"S. N." Box 112, care of PRINTERS' INK

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

# Thos. H. B. Varney.

534 - 540 20TH ST.

OAKLAND, CALIFORNIA

## OUTDOOR ADVERTISING

OAKLAND  
IS THE  
TERMINUS  
OF 5  
TRANSCON-  
TINENTAL  
LINES

PLANT  
AND  
SERVICE  
UNSUR-  
PASSED

BILLPOSTING  
PAINTED  
BULLETINS  
WALL  
DISPLAYS

OAKLAND ALAMEDA  
BERKELEY



## Government Report

The statement made by the Janesville, Wisconsin, DAILY GAZETTE for Sept. 30, 1913, under the Postal Law gave the sworn net average for the past six months at 5,809. Copy of the statement as it was published can be secured for the asking by those who are interested.

### THE JANESVILLE DAILY GAZETTE Janesville, Wis.

M. C. WATSON, Eastern Rep., 286 Fifth Ave., New York City, N. Y.

A. W. ALLEN, Western Rep., 919 Advertising Bldg., Chicago, Ill.

## AD-TIP

**No. 6** Every man, woman and child in Elizabeth, New Jersey, has an average of \$120 in either savings banks or building and loan associations. This means that every family in the city has accumulated an average of \$600 in savings.

Our clientele can readily purchase anything from pins to piano-players. Reach them through the one logical medium—

### Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative  
235 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

### "The Textile Mill Trade How To Reach It"

This is the title of a book we have just published. It will be sent any manufacturer or advertising agent interested in selling to the textile industry. It tells how you can get some of the \$250,000,000.00 Spent Annually for machinery and equipment by textile mills. Use your letter-head and mention Printers' Ink.

**Textile World Record**  
144 Congress St. Boston, Mass.

### Some St. Louis firm

needs a young copy-writer or advertising assistant. My copy has produced inquiries, orders—RESULTS. Am making good with \$2,000,000 firm but seek St. Louis position at \$75 per month. Am 22, single. Address, "C," Box 111, PRINTERS' INK.

**Dictate your reply NOW**

only. Then, too, many advertisers are inclined to smile at the inconsistency of the publisher who uses circulars and house-organs to sell space in a publication. It sounds like the restaurant owner who went out to lunch.

\* \* \*

"Our New Packing Case." "Um," said the "old man" as he read the headline and shut his eyes a little. "That sounds as if our packing case that we have been using for ten years has been suddenly discovered to be a poor affair, and we have only just now woke up to the situation. Let's cut out 'New' and just talk about how the B—— packing case is constructed. It isn't necessary to dig up the deficiencies of the past." His point was well taken, too; it's odd what a great change a single word will sometimes make in copy.

"To protect our stockholders' interests," appeared in the preliminary draft of a financial letter. "Protect" gave a picture of something being in danger, and that was a dangerous impression to make.

There's one word, one sentence, which will express the idea better than any other. Search for it.

\* \* \*

"Do you know anything about efficiency experts?" asks a reader of the classroom, "and could you conscientiously recommend one to our concern?"

The real efficiency expert performs an invaluable service. His tribe will increase, while the days of the half-baked so-called efficiency man who makes his way on bluff and generalities is already on the wane. Few, if any, men are all-around efficiency experts. Because a man is an expert in filing systems is no reason why he may be an expert on the handling of employees or the fine points of sales correspondence. This is a day of specialties, and the concern with a peculiar problem on its hands will do well to find the man, if possible, who has large experience with that particular problem or problems closely allied to it.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y.  
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

**THE ARKENBERG-MACHEN CO.**  
233-5 Nasby Building Toledo, Ohio

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### ADVERTISING MEDIUMS

### SHOW GLOBE

Reaches the druggists of the **PACIFIC NORTH - WEST**. Send for rates. **BLUMAUER FRANK DRUG CO.,** Publishers, Portland, Oregon.

### AD WRITERS

### PERSONAL

If party who's mailing out those big batches of advertising literature without result, will write full particulars to **AD-MAN DAVISON**, Finance Building, Kansas City, he'll soon have the long green coming in every mail!

### BILLPOSTING

**8¢** per copy **Posts R.I.**  
Listed and Guaranteed Showing Good Locations  
Panel Boards. Write for Open Dates. Distributing 12¢  
Office-London Bldg. 100 Nassau St. N.Y. Providence R.I.

### BUSINESS OPPORTUNITIES

**A WISE** man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.,** 71 West 23d Street, New York City.

### DRAWINGS

### Your Ad Illustrations,

Cartoons or Decorative Art Work should contain snappy and sound execution. Deal direct with the artist and get results. Send for sample proofs. **R. J. BIEGER,** 2016 Allen Avenue, St. Louis, Mo.

### FOR SALE

### For Sale

1 Murray saw and trimmer; 1-4 col. casting box; 8 wooden tables with steel tops; 8 steel eight col. 12 cm chases with fake sticks; 1-10 H. P. 500 volt, D C 1350 R P M General Electric motor with rheostat; 1 elevating table, but little used. Has been in storage for some time. Cheap for cash. **R. J. MEINBURG,** United Bank Bldg., Cincinnati, O.

### HELP WANTED

**BOOK PUBLISHING HOUSE** needs bright young man with some experience in the manufacturing department. Must understand printing. Salary \$15 to start. Box K-283, care of Printers' Ink.

**CIRCULATION MANAGER** wanted for monthly with special national field. Requirements:—Experience in circulation campaigns, ability to write strong copy, some knowledge of layouts, executive capacity and imagination. **HAPPYLAND LTD.,** 41 Pearl St., Boston.

**WANTED,** by Chicago Special Agency, a live, hustling solicitor for strictly high class papers; not necessarily experienced in soliciting but must have an acquaintance among Chicago general advertising agencies; be clean cut and reliable; state salary expected, which must be moderate, increased when ability is proven. Address, J-267, care of Printers' Ink.

**ADVERTISING** man wanted; good salary and steady position with large concern for a man who can write "reason why" copy; give experience, salary, etc. Box 287-K, Printers' Ink.

### Advertising Agency Printing and Mechanical Man

Growing agency has opening for young man, Christian, with college education. Position requires knowledge of printing, engraving, electrotyping, type faces and the ability to handle details and get things done quickly without urging. Advancement for right man. State age, experience, education and salary. Box K-300, care of Printers' Ink.

### Classified Man Wanted

There is a young man somewhere, probably now on one of the smaller daily papers as classified manager, who is the man we want to develop into the management of the classified department of a large daily paper. Such a man understands the value of the classified to a paper and the value of experience in classified management to the man. Will be guided by details in first letter hence need for completeness—send usual personal details. Address, "Classified Man," Box 298-K, care Printers' Ink.

### Experienced Copy Writer

Advertising agency in the middle west has an opening for a man thoroughly experienced in planning and writing advertisements. Must be a thinker and originator. For the right man this is an exceptional opportunity in a live, aggressive and growing organization, now handling a number of national accounts of the highest standing. State age, experience, salary expected, and send samples of work with first letter. Applications will be held strictly confidential. Address, Box K-292, Printers' Ink.

### LETTER SPECIALISTS

**LETTERS**, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 161 Broadway, Brooklyn, N. Y.

### POSITIONS WANTED

#### SALESMAN

Can sell the hard ones and teach others how. Experienced in all forms of advertising. Box K-288, care of Printers' Ink.

**COPY WRITER AND CORRESPONDENT**, now employed, wants better opportunity; experience, education, executive ability and initiative. Send me something to work out. Address, Box H-241, care of Printers' Ink.

### Advertising or Sales Manager

who can organize a department, plan and run a campaign, is open for an engagement. Box 291-K, care of Printers' Ink.

**MY STORY:** I wish to change. For the past four years with a recognized, leading advertising agency, handling engraving, electrotyping and printing. Will consider connection with growing, aggressive agency or commercial house. Age 28 years. Box K-288, care of Printers' Ink.

**POSITION WANTED.** Display or classified solicitor or manager; twelve years' experience. All references. Automobile, Jewelry, Dry Goods and Electrical fields. Age 30. Capable, hustling, result producing, honest and temperate. C. J. WILLIAMS, 35 S. Dearborn St., Chicago, Room 509.

**TOP NOTCH ADVERTISING SOLICITOR**, with reputation for landing the hard ones, wants place on well-established publication of national circulation. Ten years' experience in Western field. All references. Address O.W.H., 6533 Woodlawn Ave., Chicago.

**ADVERTISING MAN**—8 years' practical experience. Now employed. Best references. Lives and breathes advertising. Has also selling experience. Original and forceful. Seeks to better his position either as advertising manager or assistant. Can be reached at Box 282-K, Printers' Ink.

**YOUNG WOMAN** wishes position in advertising department. College graduate, experienced in high-class mail-order work and follow-up; accustomed to responsibility of large correspondence. Has versatility, enthusiasm, tact. Boston or vicinity preferred. H. F. B., care Printers' Ink; 1 Beacon St., Boston, Mass.

### Farm Journal Adv. Solicitor,

now employed, desires to make a change. Have personal acquaintance of advertising managers and agencies from Atlantic to Pacific. If you have an opening on your staff let me send you reference. Address Box K-290, Printers' Ink.

### Quick-to-Understand Young Man

Age 20, seeks position as assistant to live advertising man. A hustler and willing to work. I. C. S. graduate. Excellent character and references. Prefer within 150 miles of Phila. Box 286-K, care Printers' Ink.

**FEW MAILING LISTS** are developed to highest productiveness. Unskilled handling can kill the best field. The services of a trained sales-correspondent, college graduate, with three years' advertising experience, are available Nov. 1st at an initial salary of \$40. Specimens of past work submitted. Address Box 295-K, care Printers' Ink.

### Ad Writer

Active, all around New York newspaper man, 24 years old, wants to enter the advertising field. College man with selling experience. Will go anywhere as copy man or house organ editor. Salary of minor consideration. Box J-269, care of Printers' Ink.

### Editor and Circulation Manager

Special writer for *Colliers*, *The Argonaut*, *New York Times*, *Sun*, *Mail*, etc., wishes regular position on reputable publication. Has wide acquaintance with newspaper publishers and national advertising agencies. Energetic, successful. Salary, \$2000. Box 274-J, Printers' Ink.

## Able Advertising Man

will be open for engagement in a few weeks. Good on copy, methods, mediums, and printing details. Can handle all details of an advertising department. Agency trained. Box K-281, care of Printers' Ink.

## Six Years an Ad-Man

Am 27 years old, have had general experience in both retail and wholesale lines and desire a change into the west or northwest. Can be available by Nov. 15. Will accept \$1800—and earn it. Write me your needs—if I can't fill the bill I'll not tackle the job. HARRISON, 311 Woolner Bldg., Peoria, Ill.

## Advertising Man Seeks Position

Now employed in Promotion Department of large Metropolitan daily. Age 31. Wide experience. Will consider position as advertising manager of manufacturing firm or department store. Past record one of achievement. Splendid endorsement. A. H. M., 731 Munsey Bldg., Baltimore, Md.

**ADVERTISING MANAGER** with technical education and eight years' automobile experience wishes to make permanent connection outside of motor industry. Has been through national, direct, agency and trade paper advertising. Has successfully handled diversified accounts with large advertising agency. Has developed merchandising plans, sales, dealer campaigns and publicity. A system builder and business puller. 32 years old; \$3000 to commence. D 409 Trussed Concrete Bldg., Detroit, Mich.

## Artist and Writer

I write the printed word with a power that brings business; I swing phrases, form sentences and make paragraphs that have life and a powerful punch. A long N. Y. experience preparing copy on many subjects, including much on mechanical—making artistic layouts and illustrations that assist the copy—getting up advertising something that are different, I fit me above the hackneyed. If you want to see, write, Box K-284, care of Printers' Ink.

## I Want a Job

as advertising manager or with agency where I can realize on 11 years' advertising and sales experience. Six years with two national advertisers. Five years in agency field. Have been copy writer, assistant advertising manager, advertising manager, agency solicitor, chief of copy and in charge of accounts. Write strong, result-producing copy. Expert in planning campaigns. Qualified to take full charge. Have outgrown present connection. Box 296-K, care Printers' Ink.

## EXPERT LETTER WRITER, Copy Writer,

Designer, layout man and printing specialist seeks position with firm or agency in Philadelphia or Boston. Eight years' practical experience in newspaper and agency field. Now manager of service office, in town of 10,000, handling 25 accounts and controlling 50 others. Have initiative, endurance, tact, courtesy, ability, reliability and zeal. Do not use stimulants—and am one of the few who do not "know it all." Salary—\$1,500, and an opportunity. Address 293-K, care Printers' Ink.

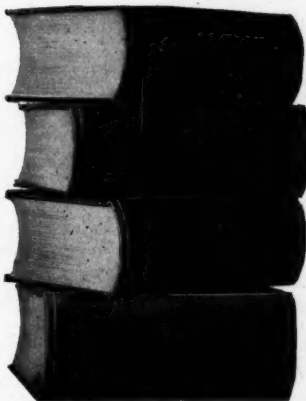
## I Have Outgrown My Present Job —Agency Man—

Now employed with big agency. Began as copy man. Now have administration of several important accounts. My success so far is due to perspiration rather than inspiration. Best suited to the preparation of reason-why copy—preferably of a mechanical or technical nature. Would prefer to make connection with agency handling accounts of manufacturers of machinery or agricultural implements. Age 27. REFERENCES: As to loyalty and industry—head of agency with which at present employed; as to ability, satisfied clients whom I am now serving. Salary required, \$3,000. Box 289-K, care Printers' Ink.

## REPRESENTATIVES WANTED

## Representatives Wanted

by leading trade journal—live men in Chicago, on the Pacific Coast—in Boston and Philadelphia. Prefer men with organized office, but this is not absolutely essential. Write at once and please give full particulars. Box 284-K, care of Printers' Ink.



## THESE VOLUMES PAY FOR THEMSELVES

in short order, if made the most of. Advertisers and agents can find in the twelve months' events represented, a black and white record of campaigns that can be made a money-saver.

\$8.00—1913 Complete, Postpaid

**PRINTERS' INK PUBLISHING COMPANY**  
12 West 31st Street NEW YORK CITY

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

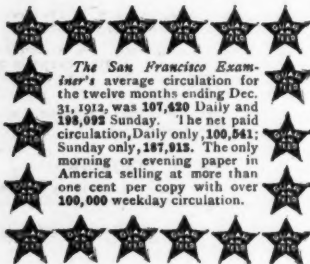
Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,885. daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 89,261. Largest morning circulation in Los Angeles.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

## CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, \$,150; Sunday, 7,973.

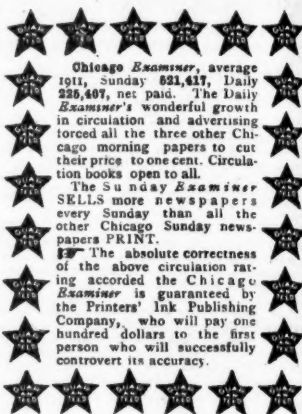
## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©©). Carrier delivery.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,289.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago Examiner, average 1911, Sunday 621,417, Daily 225,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average Sept. 1913, 19,086. Best in Northern Indiana.

## IOWA

Burlington, *Hawkeye*. Average 1912, daily, 9,875; Sunday, 10,804. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 56,871. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632

## LOUISIANA

New Orleans, *Item*, 6 mos. sworn at'ment U. S. P. O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 83,901.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Net average for 1912, daily 19,035. Sunday *Telegram*, 13,229.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,048. For Sept., 1913, 76,776 dy.; 87,427 Sun.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 322,915.  
Advertising Totals: 1912, 8,642,611 lines  
Gain, 1911, 266,480 lines

1,724,631 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Sept. circulation averages of *The Boston Post: Daily Post*, 436,655, *Sunday Post*, 229,731.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,538. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

MINNESOTA



The absolute accuracy of *Farm, Stock & Home's* circulation rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 109,380.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 109,134; Sunday *Tribune*, 142,981.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,433

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,928.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 31,326: 2c—'09, 19,062; '10, 19,286; '11, 20,115 '12—21,989.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 13,166. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 64,406; *Enquirer*, evening, 37,182.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,007.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Liecety. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,866

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (e), av. Sept., '13, 4,833. *Semi-Weekly Sentinel*, av. Sept., '13, 6,923.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,355. For Sept., 1913, 120,276 daily; Sunday, 146,886.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,535; 22,076 av., Sept., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the *Guarantee Star*, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,868.

Washington, *Reporter and Observer*, circulation average 1912, 13,660.





**West Chester. Local News,** daily, W. H. Hodgson. Aver. for 1912, 18,188. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre. Times-Leader,** eve. net, sworn, average 1st 6 mos. 1913, 19,126.

**York. Dispatch and Daily.** Average for 1912, 18,888. Covers its territory.

### RHODE ISLAND

**Newport. Daily News,** (evening) 66th year, Covers field. Circulation for 1912, 4,890.

**Pawtucket. Evening Times.** Average circulation for 1912, 31,097—sworn.



**Providence. Daily Journal.** Average for 1912, 24,463 (©©). Sunday, 24,777 (©©). **Evening Bulletin,** 52,847 average 1912.

**Westerly. Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,449.

### SOUTH CAROLINA

**Charleston. Evening Post.** Evening. Actual daily average 1912, 8,899.



**Columbia. State.** Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,825. March, 1913, average, daily, 20,450; Sunday, 20,180.

### VERMONT

**Barre. Times,** daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A.

**Burlington. Free Press.** Examined by A.A.A. 9,418 net. Largest city and state.

### VIRGINIA

**Danville. The Bee** (eve.) Aver. August, 1913, 5,283. Sept., 1913, ave., 5,318.

### WASHINGTON

**Tacoma. Ledger.** Average year 1912, daily and Sunday, 21,847.

**Tacoma. News.** Average for year 1912, 20,695.

### WISCONSIN

**Fond Du Lac. Daily Commonwealth.** Average year ending Dec. 31, 1912, 4,083. Established over 40 years ago.

**Janesville. Gazette.** Daily average, Sept., 1913, daily 6,043; semi-weekly, 1,544.

**Racine (Wis.) Journal-News.** June, 1913, Average circulation, 7,081.

### ONTARIO, CAN.

**Fort William.** farthest West city in Ontario. **Times Journal,** daily average, 1912, 4,133.

### SASKATCHEWAN, CANADA

**Regina. The Leader.** Average, 1st 3 mos. '13, 12,206. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN Morning Record.** Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

### DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



### MINNESOTA



**THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

THE Chester, Pa. *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **OO**—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, 33,804 (OO). Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (OO). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French daily among 75,000 French population.

## MINNESOTA

The Minneapolis *Journal* (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (OO), the recognized authority of the Dry Goods and Department Store trade.

*Hardware Dealers' Magazine* (OO). Specimen copy mailed on request. 263 Broadway, N. Y.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

*Scientific American* (OO) has the largest circulation of any technical paper in the world.

In the Metropolitan District, THE NEW YORK TIMES (OO) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,888.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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